Bound
Periodical
176965

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VOL. XXXV JULY, 1914 NO. 1

KANSAS CITY PUBLIC LIBRARY

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO

PUBLIC LIBRARY
KANSAS CITY
MO



Give Your Window Displays

The prominence and added appearance that will be gained by the use of Norwich Fixtures. They have stood the test of time and are a valuable asset to any store.

Our Exhibit at the Window Trimmers Convention

will show some of the newest ideas in Fixtures and Wax Work and will be instructive and of great value to all who attend.

Our Catalog is free. Shall we send you a copy?

The Norwich Nickel & Brass Co.,
Norwich, Conn.

Salesrooms

New York
712 Broadway

Boston
26 Kingston St.



Established in 1898

Artistic Sign and Card Writing Board

Every window trimmer needs an assortment of our attractive boards for window cards.

How many times after dressing an attractive window have you found yourself without a card of proper shade to harmonize with your display, to make your window complete and effective?

We manufacture and carry in stock the largest line of

CRESCENT BRAND

Imitation Veneers *Cloud and Marble Finishes* *Delicate Shades and Tints*
All New Shades and Standard Colors *Embossed Window Cards and Price Tickets*
Board cut to size and into special and fancy shapes with beveled edges

If It's Board or Cards You Want—We Have It

Through our new process we are finishing our board extra smooth and hard, making it more adaptable for card writer's use.

For sale by all leading jobbers. Send for samples and prices today

CHICAGO MAT BOARD COMPANY

664-666 Washington Blvd. Manufacturers CHICAGO, U. S. A.

OCT 1915

176965

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Periodical

Reduce the Cost of Doing Business

CENTRALIZE your cash and credit sales—keep your clerks selling goods, not acting as cash-boys and it's not economy to have a lot of cash drawers with typewriter keys, etc., for they not only take the clerks time to operate but they greatly increase your investment; add to the cost of the many cash drawers the expense and risk of keeping each drawer supplied with at least $25.00 in change. To register sale-totals does not *prevent* mistakes. The only safe and correct way is to have your money or goods checked by two sets of hands and brains. Connect up your cashier or inspector and clerks with a BALDWIN CARRIER SYSTEM. Let us help you solve your problem. Give your clerks more time to make sales. They are worth most to you by giving their undivided attention to customers.



Tell your problem to Mr. Baldwin who will personally study it, and benefit you in so doing.

The Flyer Cash Carrier

is absolutely unequalled for **Steep Grades, Speed, Easy Operation** and **Neat Appearance,** only one fine track wire to each station.



Even a Child Can Send It.

This cut shows the Baldwin Bracket for Sales-Station support.

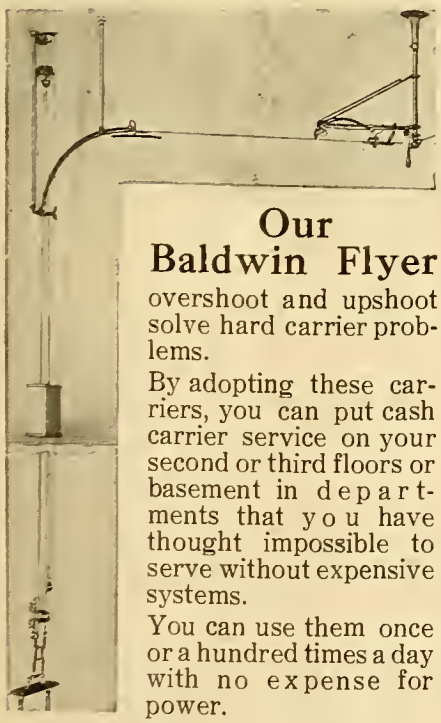
Baldwin Flyer

No oil required, think of it. No more dripping oil to damage goods and collect dust.

Ball-Bearing

Cash and Package Carriers

SAVE TIME



Our Baldwin Flyer

overshoot and upshoot solve hard carrier problems.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

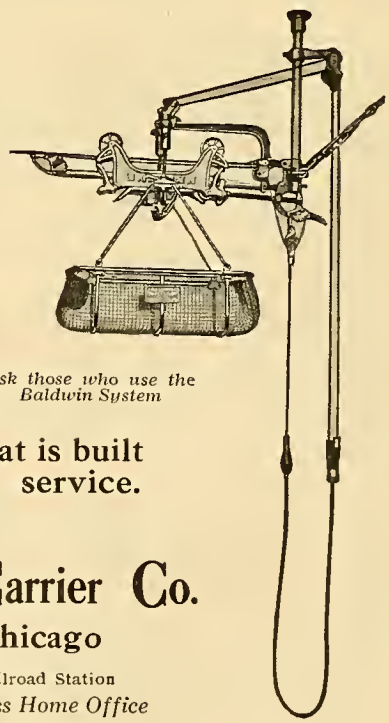
You can use them once or a hundred times a day with no expense for power.

EASIEST TO SEND

Give permanent satisfaction, that's worth most to you.

23½ years of Baldwin Success is your guarantee of perfect satisfaction.

No spreading wires to crystallize, break and fly through the store. BALDWIN'S Track wires are stationary, permanent and Never Break, as they are NOT used to propel the Carrier. Baldwin's propulsion is most powerful; compact, as well as easiest to operate.



Ask those who use the Baldwin System

Get a Baldwin Carrier that is built for a lifetime of hard service.

Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

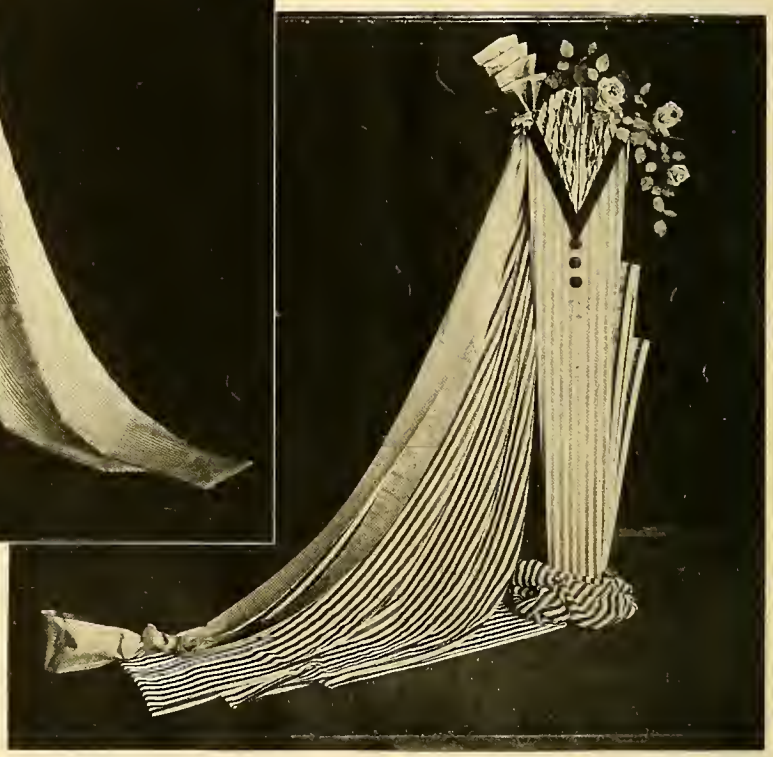
This Is The New Lyons "3-Way Draping Form"



This is a new form designed exclusively for us. It is made of papier mache and stands 60 inches high. The top width is 12 inches and the base 5½ inches. There are three surfaces, all finished and covered with White Jersey. Please note the graceful tapering lines so admirably adapted to draping in the prevailing styles. Display men can see at a glance the practicability and effectiveness of goods draped on this entirely new form.

Two drapes are shown herewith. The one at the left is a side view — the one immediately below shows a drape on the front of the form. The back can be draped to equal advantage.





Lyons Three-Way Draping Form will be exhibited at the Chicago Convention and there will be free demonstrations by well-known decorators. Visit our Booth No. 13. Mr. Nat Drey in charge.

If you are in the market for

Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outdoor Cases, Glass Stands, Glass Shelves, etc.—

or anything, in fact, for the equipment of a first class store, don't forget that "The Largest and Best Equipped Fixtures and Show Case Factory in the World" is here to serve you promptly and well.

Our catalogs are filled with ideas—mailed free upon request.

Hugh Lyons & Company

802 E. South St., Lansing, Mich.

New York Salesrooms, 686 Broadway **Chicago Salesrooms, 313 Jackson Blvd.**

A New Page in Parcel Carrier History

Presenting the newest and most improved Parcel Carrier

Thirty-four years of store service experience—Searching tests to prove its efficiency—The work of a force of skilled engineers—

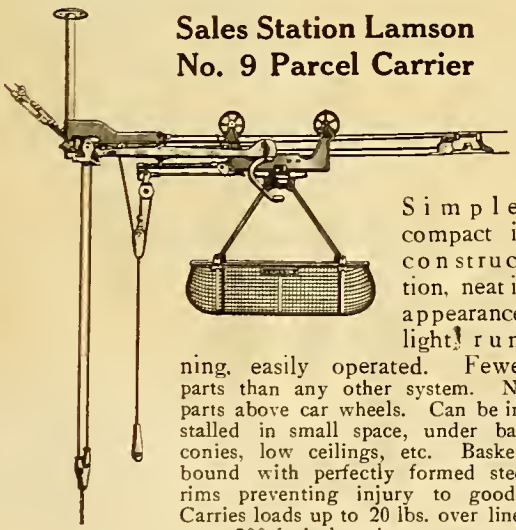
A reputation for providing the greatest benefit for the retail merchant at the lowest possible cost—

—stand back of the Lamson No. 9 Parcel Carrier just placed on the market.

Ten Features that should recommend the new No. 9 Parcel Carrier to you:

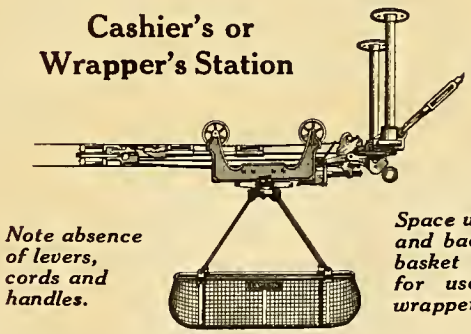
1. **Operating possibilities**—Only carrier of its type that can be successfully operated on low level lines or on a slighty up or down grade.
2. **Oilless Bearings—Thorough tests prove the superiority of oilless bearings over ball bearings. No oiling required. Remove danger of dripping oil or grease. Enable cars to carry heavier loads, run more easily with less friction and over greater distances than possible with any other carrier.**
3. **No obstructions**—All objectionable obstructions at wrappers' station eliminated leaving space free for wrapper or cashier to work.
4. **Speedy operation**—All baskets, no matter what the length of line, are released rapidly and easily.
5. **Friction Stop**—Enables car to be operated without rebound or shock at station delivery.
6. **Location of Stations** — Special anchorage permits placing of stations exactly where desired, under lights, rotundas, etc., without ceiling connections.
7. **Low Maintenance** — Installed with less trouble and maintained with less expense than any other system.
8. **Durability**—Simplicity of design and high grade workmanship throughout should make this system last a business lifetime.
9. **Safety Devices**—Every possible safety device used, insuring against falling baskets, broken wires, etc.
10. **Efficient Service**—The one object in view has been to quicken store service, eliminate trouble and reduce expense of operating a parcel carrier system. Entire construction assures these results.

Sales Station Lamson No. 9 Parcel Carrier



Simple, compact in construction, neat in appearance, light running, easily operated. Fewer parts than any other system. No parts above car wheels. Can be installed in small space, under balconies, low ceilings, etc. Baskets bound with perfectly formed steel rims preventing injury to goods. Carries loads up to 20 lbs. over lines up to 200 ft. in length.

Cashier's or Wrapper's Station



Note absence of levers, cords and handles.

Space under and back of basket free for use of wrapper.

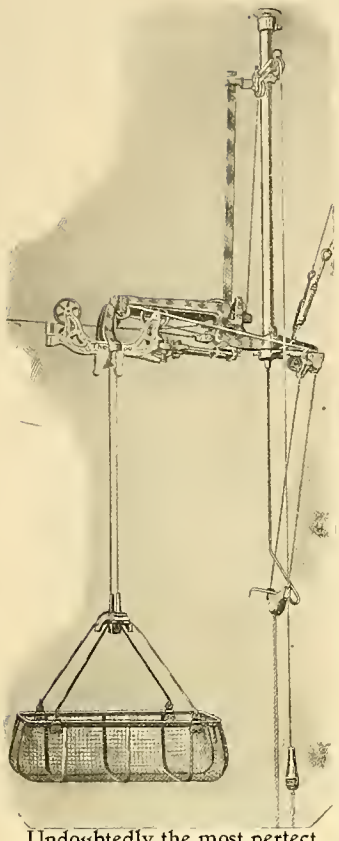
Built neat and strong, with all parts below car wheels. *Rebound of car and swaying of basket made impossible.* Basket is released and sent rapidly over line by slight pull on ball shown in picture. More baskets can be operated within a given space than is possible with any other equipment.

You owe it to yourself and your business to investigate how our new No. 9 parcel carrier will improve the service of your store, reduce operating expense and help you please your trade.

For further information send for new No. 9 bulletin or see our nearest representative

The Lamson Company Boston, U. S. A.

Representatives in all principal cities



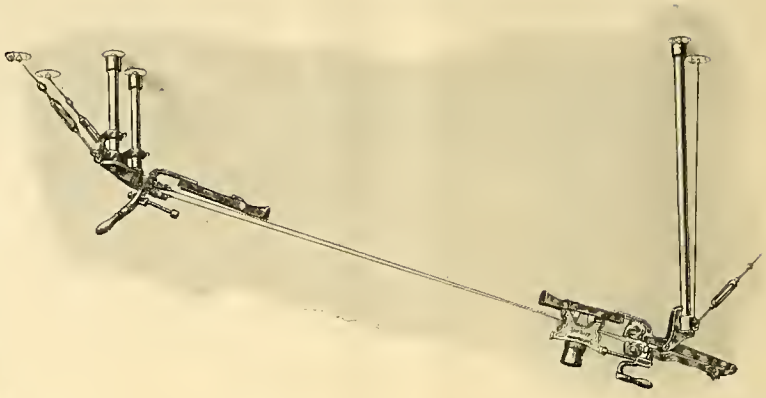
Undoubtedly the most pertect Package Carrier ever built.

Your Positive Guarantee

A Mutual Protection

Install Gipe Carriers, use them ten days, put them to every test, and if they do not give quicker, better and more economical store service than any other system, you may return them at our expense.

No Rubber or Cords Used on Our Cash Carriers



The Gipe Grade Cash Carrier

Is easily operated on steep grades.

Especially simple and effective.

It is the only carrier eliminating repairs and attention to insure good service.

The track wires are fully protected against crystalization; thus overcoming the breaking of wires.

All repairs for "Gipe" Carriers are furnished free by us for five years.

(Cord used on Package Carriers and Lifts only excepted)

We make High Grade Carriers for all purposes. Level, grade, curve, loop-the-loop and basement loop Cash or Message Carriers. Elevated and Low Level **Package Carriers and ELECTRIC CABLE CASH CARRIERS.**

Send for our complete 20 page Catalog

Gipe Store Service Sales Co., Home Office, Medinah Bldg., Chicago

This NEW CATALOGUE is worth it's weight in Gold

64 Pages of beautiful WINDOW TRIMS

FREE to Retail Merchants



WE shall give this handsome 64 Page *Idea Catalogue* to every trimmer who requests a copy at the convention. This book contains scores of new and beautiful trims of great value to any "live" trimmer. This work has been pronounced by thousands to be the greatest educative and instructive work of its kind ever issued. You may have a copy FREE with our compliments. Ask for it. Booths 34 and 35 AT THE CONVENTION.

Concerns who are figuring on changing windows, interiors, fronts, etc. are requested to get in touch with us at once. We will give you a host of "money-making" ideas, GRATIS. Write us. We are recognized as America's leading exponents of clever wood fixtures for high class trimming and our ideas cost you nothing.

POLAY FIXTURE SERVICE

Main Office and Factory 926 Fulton St.

Show Rooms 615 Medinah Bldg.

CHICAGO, ILLINOIS

More Sales—
Better Business

every day in stores where the merchandise is effectively shown



Baine's Adjustable Shelf Brackets

are to be found wherever there are up-to-date, progressive stores, whether large or small. These brackets give fully **30% more shell room,** and add 100% to the appearance of any store.

Write for particulars

PIQUA BRACKET CO., Piqua, Ohio

Just the Display Stand for Your July Sales



Shows 12 to 24 Garments

A handsome, practical and well built Stand at the lowest possible price.

No. 750 Display Stand has a heavy spider base, weighing 7 lbs. Adjustable from 5 to 7 feet, 24 inch crossbar with knobs to prevent hangers slipping off.

It has a 7x11 frame sign holder. Sizes of Standard 1 1-16x7-8.

In Oxidized or Gun Metal finish, each **$3.50**

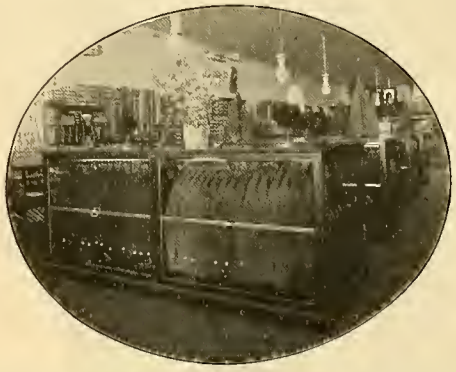
In Nickel or Brush Brass finish, each **$3.75**

When we say finish we mean the stand is finished the same throughout, base included. This is the most practical Stand ever made for the Ready-to-Wear Salesroom. Saves space and shows the goods.

D. J. Heagany Mfg. Co.
1121 W. Washington Blvd., : CHICAGO

Your Opportunity to Write an Advertisement

$25.00 First Prize
$10.00 Second Prize
$ 5.00 Third Prize



for the ***best*** advertisement written by any merchant or any one of his employes regarding either one (or all) of the three famous Illinois products,

Illinois Clothing Cases
Illinois Out Door Cases
Illinois Hat Wall Cabinets

SIZE

of Advertisement, same as this announcement.

NO RESTRICTIONS

whatever as to wording or suggestions for illustration.

THE JUDGES

will be Arnold Joerns and David D. Cooke, Advertising Counsellors, 110 So. Dearborn Street, Chicago.

EACH CONTESTANT

will receive from the judges a personal report of criticism (favorable or otherwise) regarding the advertisement he submits—which will be in itself a valuable lesson in Advertising.

FOR COMPLETE INFORMATION

regarding Illinois Clothing Cases, Illinois Hat Wall Cabinets and Illinois Out Door Cases, refer to our catalog which will gladly be sent you upon request. *A clean contest of important interest.* Many of the finest advertisements have been written by the buyer of products, rather than the makers. There is no reason why *you* may not win one of these prizes—perhaps the first.

THE WINNING ADVERTISEMENT

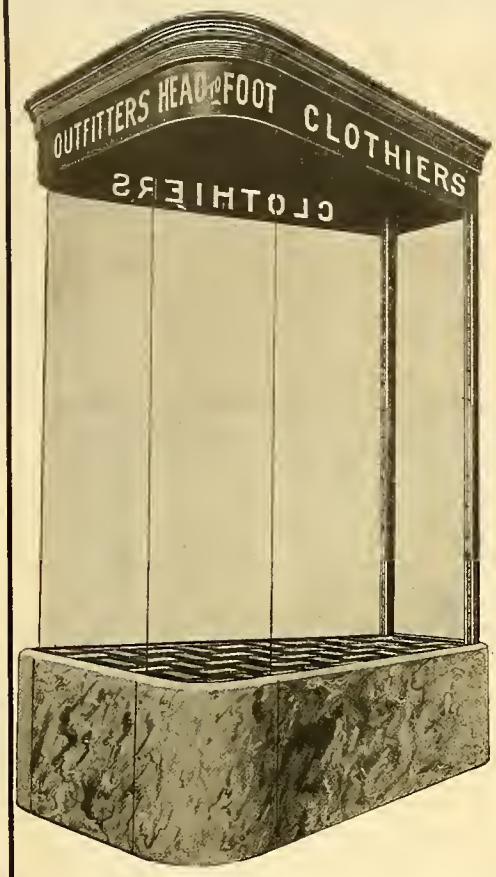
will be published in the August issue of this publication, and we reserve the right to purchase and publish any of the other advertisements submitted, at any future time. Prepare your ad *NOW*.

NO OTHER CONDITIONS

Simply get our catolog and write the advertisement, mailing it to *Advertising Department*.

Illinois Show Case Works

1729-37 North Ashland Ave.
Chicago



A case outside is worth two in the store.

THERE is Class, STYLE and DISTINCTION to

Diamond

Outside

Show Cases

You get what you might expect from a house that are the pioneers in this business and who for the past 15 years have made a specialty of

OUTSIDE CASES EXCLUSIVELY

Write today for catalog

The Diamond Show Case Co.
2208 Superior Viaduct
CLEVELAND, OHIO



Frankel's Lifelike Wax Figures & Forms



No. 8

embodying all our new improvements and the latest 1915 shapes, will be on exhibition at the

CHICAGO CONVENTION

of the

National Association of Window Trimmers of America

August 3rd, 4th, 5th, 6th

BOOTH No. 21

To all our friends interested in the advancement of the window trimming art, we extend a most hearty welcome.

FRANKEL DISPLAY FIXTURE COMPANY

NEW YORK

Chicago *Boston* *Dayton* *Pittsburg*
San Francisco *Buffalo* *New Orleans* *Ottawa*

Wm. Buhrig Co.

219 East 34th Street, New York

Our line of Artificial Flowers for Window Decoration will be seen at the coming Exposition of Window Trimmers at Chicago, Booth No. 12



Send for samples, prices etc.

Ask to have our salesman call

We do not issue catalogues

When in New York Visit Our Showroom



YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 Page Catalog of

WOOD DISPLAY FIXTURES AND STORE EQUIPMENT



This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages showing actual window trims will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the merchant. This Book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

THE OSCAR ONKEN CO.

No. 373 Fourth Avenue

Cincinnati, Ohio, U. S. A.

We Do Not Make Show Cases or Clothing Cabinets

Listen! When you come to the Annual Convention of the International Association of Window Trimmers at Chicago in August,

You Are Invited

as our special guests on Monday evening, August 3d, to witness the greatest sensational theatrical performance of the present time

NEPTUNE'S DAUGHTER

In this masterpiece of scenic grandeur and spectacular loveliness, you will see the beautiful goddess Annette Kellermann——The Diving Diana as a mermaid—a wood-nymph—a court dancer—a master swordsman—a replica of our Mother Eve, clad in the chaste beauty of her incomparable form—the most perfect woman in the world, transporting in her charms and absolutely matchless as a swimmer and diver.

These Performances will be given at 10:30 p. m., so it will not interfere with the regular business of the Convention

For Tuesday Evening, August 4th and Wednesday Evening, August 5th

a different play will be selected for each evening, thus giving the visitors and their families a different performance each night.

Tickets for the three performances can be had at our office or at the convention hall from our representative, which will admit you to the beautiful

Fine Arts Theatre

Direction of Alfred Hamburger, 410 S. Michigan Ave. It will be an education in Artistic Display because each scene in the act shows some new marvel of design, offering unlimited suggestions for reproduction. The memory of this act will be a perpetual inspiration to you in decorative art given with the compliments of

The Botanical Decorating Company

504 South Fifth Avenue, Chicago, Ill.

This test proves the superiority of the

FRINK AND J-M LINOLITE

Systems of Lighting



Fig. 1 Fig. 2

You can't light a show-case or window properly with incandescent bulbs that throw a glare into the eyes of the spectators.

No one can see an object distinctly *through the rays of a light!* Try it for yourself.

Place a lighted candle on a table, and stand a vase or any similar object back of it, a little to one side, as shown by Fig. 1. Note how indistinct and hazy the object is.

Now hold a book up so that it shields the eyes from the candle's rays, but leaves the object in view, as in Fig. 2. Note how clearly every detail of the object can be seen.

Fig. 1 illustrates the way your show-windows and show-cases are lighted when you use unprotected glaring bulbs.

Fig. 2 shows the soft, clear illumination obtained by means of the Frink and J-M Linolite Systems.

The J-M System consists of long, tubular J-M Linolite incandescent lamps placed end to end in properly designed Frink Reflectors. The effect is a continuous *line of light*—completely shielded from the eyes of the spectator—and *evenly diffused* over the goods to be illuminated. No harsh spots of light. No deep shadows. Every detail as plain as if illuminated by daylight.

When desired, reflectors are made to burn standard base lamps.

Over 25,000 merchants are now *saving money* and getting *better illumination* by these systems.

Our Catalog No. 410 gives interesting facts about lighting that every storekeeper should know. Write nearest Branch for a copy today.

H. W. JOHNS-MANVILLE CO.

Sole Selling Agents for Frink Products

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries, Fire Extinguishers; etc.

Albany	Buffalo	Cleveland	Indianapolis	Louisville	New Orleans	Philadelphia	Seattle
Baltimore	Chicago	Dallas	Kansas City	Milwaukee	New York	Pittsburgh	St. Louis
Boston	Cincinnati	Detroit	Los Angeles	Minneapolis	Omaha	San Francisco	Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED, Toronto, Montreal, Winnipeg, Vancouver.

Member of the Society for Electrical Development, Inc. **"Do It Electrically"**

Compo Board



COMPO-BOARD SETTING BY W. H. HINKS, MINNEAPOLIS, MINN.

COMPO-BOARD must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. Will not warp or buckle.

COMPO-BOARD is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Sample and Book Free

Tells In An Interesting Way All About This Modern Wall Board

Northwestern Compo-Board Co.

1404 Lyndale Ave., No.

MINNEAPOLIS :: :: MINNESOTA

Let Us Figure with You on New Store Fixtures



Send us the measurements of the inside of your room and a rough floor plan giving us your ideas of how you wish to arrange your fixtures. Tell us what kind of wood and finish you prefer and approximately how much you care to spend.

Without obligation on your part we will submit a model floor plan drawn to scale, showing a complete and practical arrangement.

Send for catalogue

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce S.
WICHITA, KANS. 301 Beacon Building
PITTSBURGH, PA. 949 Penn Ave.
JACKSONVILLE, FLA., 20-28 Julia St.

"WHY DIDN'T I BUY HERE BEFORE"

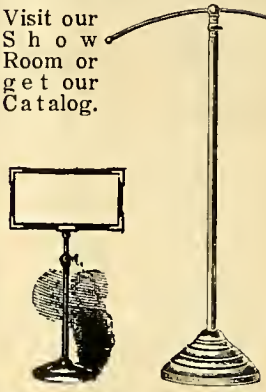
is what most merchants say who make their first purchase from us—you'll say the same.

Visit our Show Room or get our Catalog.



Black, White or Pink Jersey. **$4.25**
Sateen covered **$6.25**

No. 86K Latest Suit Form. Adjusts Up and Down on Standard.



No. 220D Card Frame Extensible. Reinforced corners. 7x11, $14.50 Doz. 11x14, $17.50 Doz. 14 x 22, $22.50 Doz. Assorted Heights.

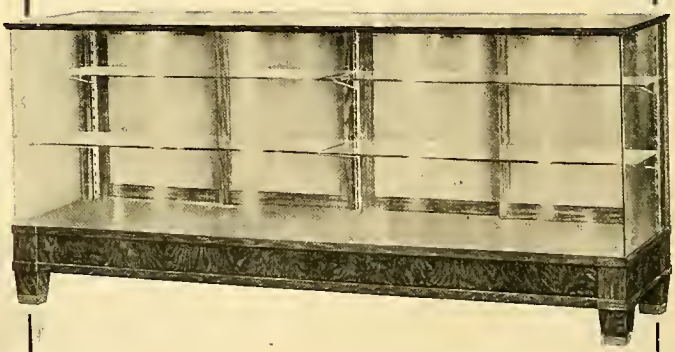
No. 10D Gown Stand Extensible 5" base, 15" stand $9.00 Doz. 6" base. 21" stand $13.25 Doz. 7" base, 27" stand $15.75 Doz. 8" base, 30" stand, $23.75 Doz.

GOODS NOT AS REPRESENTED RETURNABLE AT OUR EXPENSE

B. BRAGER & SONS
49 Crosby Street,
One Block East of Broadway
New York.

Winter Fixtures

The Standard of Quality and Style



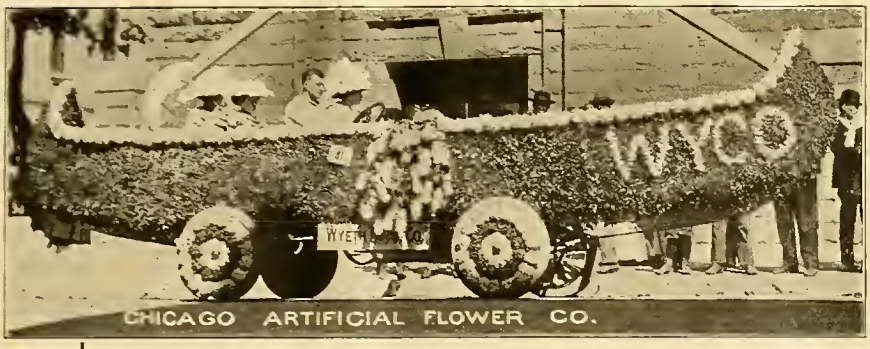
Unequaled in designing and building all kinds of store furniture, show cases, etc. Combining practical arrangement with quality of material, workmanship and finish.

Winter Company

Manufacturers

Sheboygan Wisconsin

Representatives at All Principal Centers
Catalog 14H sent upon request



$15.00

buys an outfit of decorations for your auto. Send today—state colors and flowers wanted.

Send for Catalog

CHICAGO ARTIFICIAL FLOWER CO.
4813 North Crawford Ave., CHICAGO, ILL.

Show Window Valances



Linen Puffed Shades Lambrequins

Built to fit the requirements of Individual Styles of show windows. All special orders executed by us are carefully and scientifically planned. We are fully equipped to meet the unusual conditions and problems which very often arise. Mail us a rough diagram of your show windows together with the glass measurements and we will be pleased to submit modern suggestions, sketches, etc., with the proper proportion and designs suitable to your business without extra charge or obligation whatsoever. We aim to do more than take orders. All materials used are high grade standard qualities and the workmanship is first class in every respect. Catalogue suggestions on request.

Dept. B GET THE GENUINE

The Art Window Shade Company
2411-13 North Halsted St. CHICAGO, ILL.

"Buy Direct from the Factory"



No. 72 F.

We can save you 25% to 50%, by selling direct from the factory, thus eliminating the tremendous expense attached to expensive showrooms in high rent districts.

Here is an example of what we can do:
NEWEST COSTUME FORM
for dresses, cloaks and suits. Sizes 16 yr., 36, 38. No. 72 F.

Extra heavy papier mache form, covered in good quality white jersey cloth. Mounted on spun brass base and adjustable on standard. Any metal finish.

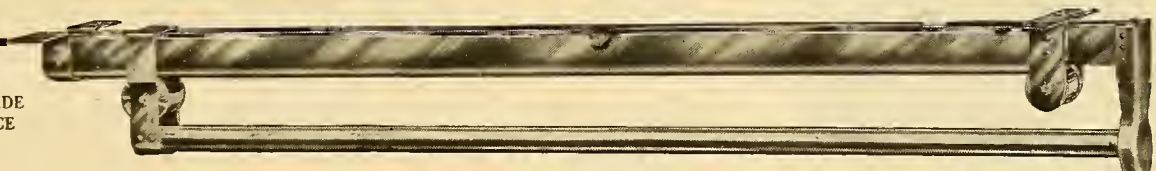
Special for the month of July only.

Price $5.45

We guarantee this form the equal or superior to the form sold by other concerns for **$9.00** or more.

Send for catalog 7 M for big values in display fixtures, wax figures and forms.

J. B. WILLIAMS
31 West Fourth Street
NEW YORK, N.Y.



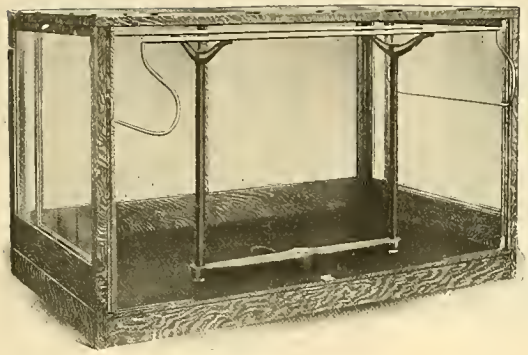
NO BETTER TROLLEY MADE AT ANY PRICE

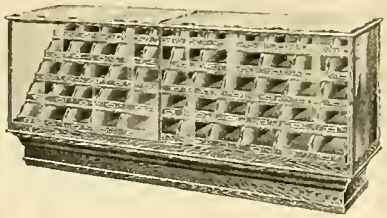
The Columbia Trolley Is a Money Saver

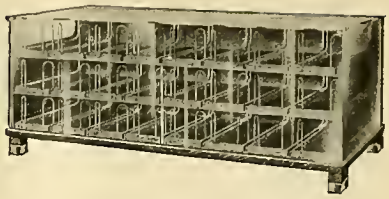
1st—By keeping your suits in fine shape for your customers to examine and try on.
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The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The Columbia Trolley is very heavily nickeled over copper insuring a rustproof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

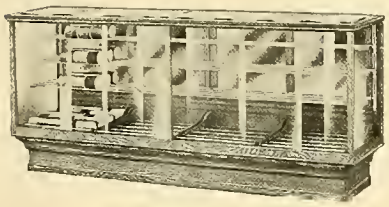


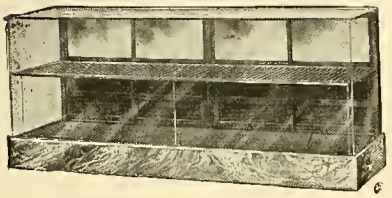




WELCH-WILMARTH

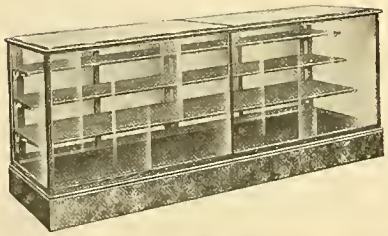
Complete Store Equipment

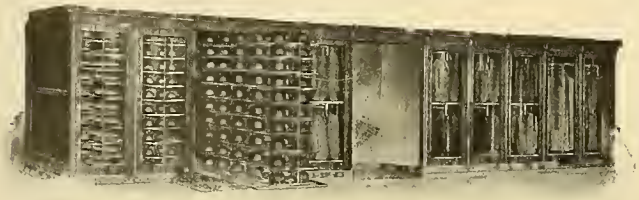












HERE are just a few from the hundreds of cases and cabinets contained in The WELCH-WILMARTH Lines. Every piece of equipment is especially designed for some particular purpose. Back of this equipment are two of the largest fixture factories; each a leader in its field. The best of service is assured by a "coast to coast" organization. The WELCH-WILMARTH System of "unit construction" contains the latest ideas in the "sectional" method of building store equipment. Before you buy new equipment compare The WELCH-WILMARTH Lines with all others that you may be considering.

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Several catalogues are issued to cover the above lines, and if you will tell us your needs we will send the ones of interest to you. We will gladly make suggestions or plans without obligation on your part. When near one of our showrooms drop in and look over the latest ideas in equipment. It pays as well to keep posted on equipment as on merchandise.

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STORE OUTFITTING

ILLUSTRATING AND DESCRIBING A MODEL MEN'S WEAR STORE IN A MICHIGAN CITY—A LARGE AND VARIED STOCK OF GOODS CARRIED WITHOUT ANY WASTE OF SPACE

G. F. Cooper

EDITOR'S NOTE: This is the seventh of a series of articles on the subject of store outfitting that will appear throughout the coming year. The writer of these articles is a practical designer of retail stores of all kinds. He has for years been working out problems of arrangement and equipment and his experience has been of such a varied character that he may be regarded as an authority on this subject. In the coming articles the author will describe in detail how stores in various lines have been laid out and equipped. These stores have been selected as models of store planning and outfitting.

FIGURING alone on the basis of space saved, modern store equipment will pay for itself in a surprisingly short time. This applies with especial force in the larger cities where rentals are high. For example, there is a haberdashery store in one of the large office buildings in Chicago that recently has been rearranged and equipped with modern fixtures. Because of the ponderous columns that support the twenty stories of this building, the room occupied by the haberdashery is somewhat cut up and the walls have various jogs and offsets. Old fashioned cases and shelving were used and most of the stock was carried in the ordinary pasteboard boxes. As business grew this store became more and more crowded. There was no chance to get more space and the congestion became a serious problem.

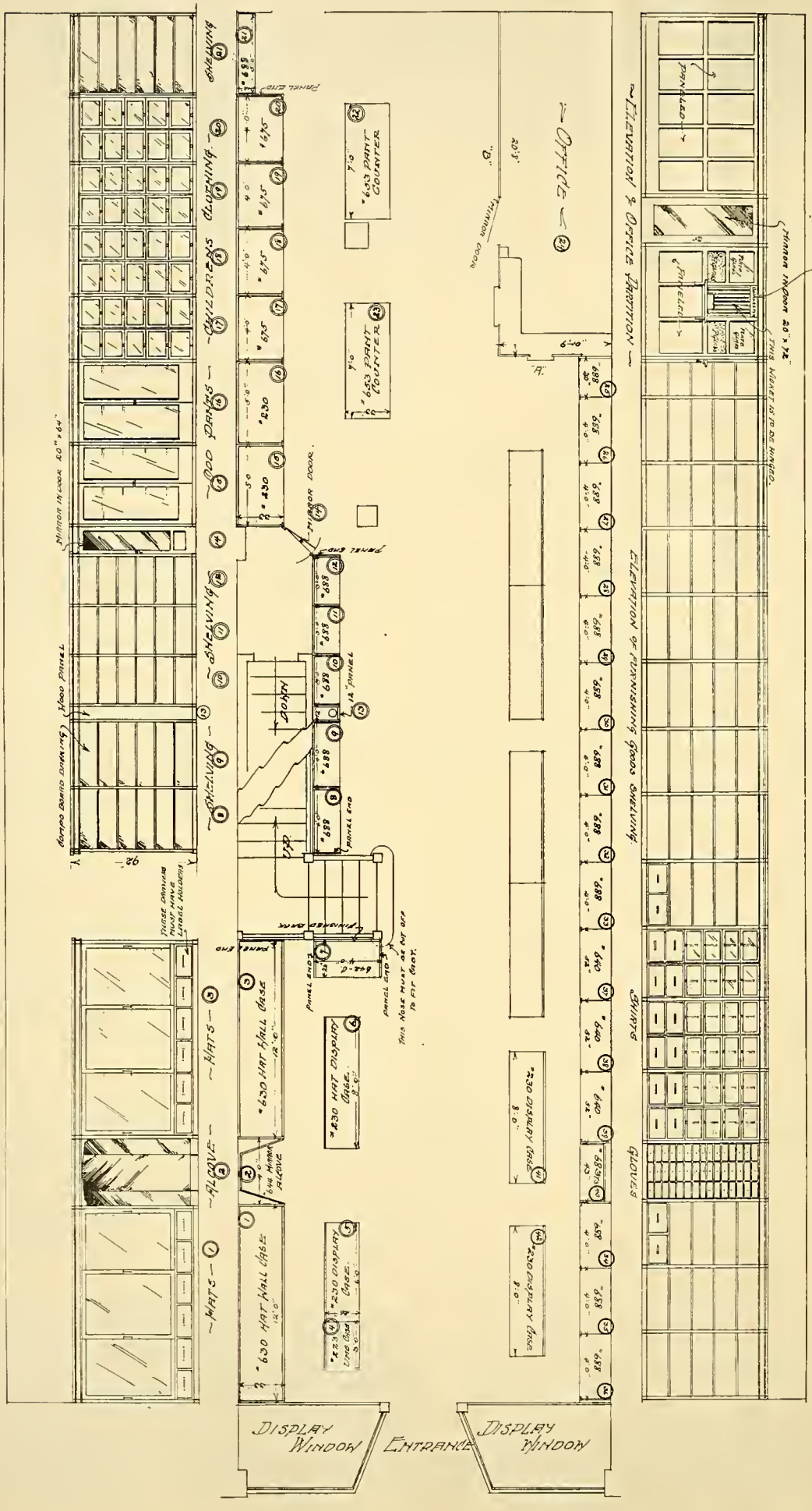
The fact that this store was only a few blocks from the big jobbing houses helped to some extent, as this made it unnecessary to carry large stocks in most of the lines. Nevertheless there was no getting away from the fact that the room was far too small for the business. There was only one thing to do to make more room, according to the ideas of this merchant, so he discontinued carrying hats and caps. Later he had to close out his stock of raincoats for lack of space. Dropping these two more or less profitable lines helped some in the matter of space, but the store was still too crowded.

In the meantime several store designers had attempted to persuade the merchant to remodel his store. This he was unwilling to do on account of what he considered too great an expense. He was one of those conservative merchants who look with suspicion upon what he regarded as "new fangled ideas." He was a good merchant and progressive enough in other ways, but when it came to spending what he considered a lot of money to replace store equipment that was "plenty good enough," he balked. However, there came a time when some change had to be made, so a store designer employed by one of the big fixture factories was called in and instructed to make tentative plans, making use of as many of the old fixtures as possible.

The plans were made, but the merchant was still reluctant to spend the money, so he waited for nearly a year before giving an order to go ahead. In the meantime the fixture man had persuaded him to put in new fixtures throughout. Through the rearrangement every bit of waste space was eliminated. A much larger stock is now carried in the same space and there is plenty of room to transact business comfortably. Everything is much more convenient for customer and salesman than it was before and the stock is displayed infinitely better. Based upon the amount of rent per foot of floor space, the saving of room paid for the new fixtures in less than two years.

Of course the case mentioned is an exceptional one in that the rent was unusually high and the space correspondingly valuable. However, it may be said with safety that there is hardly a single old fashioned store that is not wasting a lot of space

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FLOOR PLAN AND ELEVATIONS SHOWING THE FORD & SIMON STORE.

that might be put to good use and which is actually needed. But the saving of space, important as it is, is not the only consideration. Appearance, facilities for display, convenience of customers and salespeople—all of these go to make SERVICE, which is today one of the greatest factors in retail success. It will pay any merchant to occassionally look over his store from the coldblooded viewpoint of an outsider and pass unbiased judgment upon the equipment with which he is doing business. In most cases he will find much room for improvement.

A MODERN STORE

The store of which a diagram is shown on page 14 is that of Ford & Simon in Bay City, Mich. It shows a well arranged first floor plan of a room equipped in an up to the minute manner for handling men's furnishings and children's clothing. The store is 90 feet deep and 22 feet 6 inches wide, from which space are taken the show windows and the stairway shown in the plan. The show windows are about 5 feet deep, with a single entrance in the middle. Directly back of the show windows is the hat department, which occupies a space 28 feet long located on the left side of the room on entering. It is composed of two hat cases, each 12 feet long, with a mirror alcove separating them. The hat cases are of the sliding door type, three doors being used for each 12-foot case. The inside of each hat case is fitted with nine sets of double depth, nickel plated rods on which the hats rest. The bases are fitted with drawers for caps. Each drawer is about 2 feet long. The alcove is fitted with a canopy top and electric fixtures. The mirrors are so mitred as to form a clear crystal effect all around, no wood being used at the joints.

In front of the hat cases are display show cases fitted with hat fixtures inside. This arrangement was made with the purpose of not only supplying a counter to sell goods over, but to display a little more stock and also to take care of some of the extra stock. At the front is an all glass umbrella case, 3 feet long, 26 inches wide and 42 inches high. It holds 150 umbrellas, and an unusual feature is that it is made of frameless plate glass construction, the top plate lifting up like the lid of a box. This plate glass lid is so counterbalanced with concealed weights that the door will stand in any position in which it may be placed.

Against the stairs is a cap cabinet which is of the same height as the hat cases and is 4 feet long by 26 inches wide. It is fitted with eight glass doors which lift up and recede like the doors of a book case. Behind each door are two trays spaced properly to lay in the caps. The base is fitted with four drawers.

Next comes the stairway and along the side of this is a section of shelving 18 feet long. An iron post occurs in this shelving, but this is covered by a paneled enclosure which joins the shelving on either side of it. Back of this is a mirror door connecting the shelving with the "odd pants" case, and this forms an entrance to the basement and covers up the old, unsightly entrance completely. Back of the "odd pants" case are two other cases that are used also for the same line. They are 5 feet long, 33 inches deep and 92 inches high. They are fitted with sliding shelves which can be drawn out of the case. The doors are of the disappearing type and each case has two doors with a side swing which rolls them out of sight and out of the way.

The department of children's clothing comes next and this is made up of four special cabinets for boys' clothing. Each one is 4 feet long, 33 inches deep and 92 inches high. Each cabinet is fitted with disappearing doors which lift up and recede like the doors of sectional book cases. Behind each door is a hardwood tray in which the suits are laid. These trays roll out of the cabinets on ball bearings and each tray will hold fifteen suits. The four cabinets in this department have a capacity of 600 suits.

Behind the boys' suit department is a small section of odd shelving that is 12 inches deep. This was arranged to allow room to pass through the door shown in the rear wall. At the back of the room, on the right hand side, is the office, which is 20 feet 8 inches long by 6 feet 10 inches wide. The plan and elevations show fully the arrangement of the desk, ledge and windows. In front of the office is the shelving for furnishing goods which are 32 feet 6 inches long. Adjoining this shelving are three shirt cabinets in which the best stock is carried. These cabinets are each 52 inches long by 26 inches deep and 92 inches high. All of them are fitted with disappearing glass doors, each of which has back of it a roller bearing tray. At the base of these cases are four large drawers. The shirts are taken from the original boxes and put in the trays, where they are on display and easily gotten at. As the doors are dust proof the shirts are perfectly protected. The three cabinets will hold sixty dozen shirts.

Moving toward the front of the store the next section is for the sale of gloves. In this department is a cabinet fitted with 45 drawers. Each drawer is spaced into compartments with the exception of the lower six rows, which are a little larger and planned for mittens or unusually large gloves. In front of the glove cabinet is 12 feet of shelving, with drawers in the base. This section is used for ties, collars, etc. The show cases are indicated on the floor plan. All of them are of the frameless, all glass type, with a 14-inch high case. They are fitted with plate glass shelves and German mirror doors.

The floor of this room is of polished hardwood

and the ceiling of pressed steel enameled in white. The decorations and lighting fixtures all harmonize with the fixtures, which are of a modest but rich design. The finish throughout is in a dull finish of quartered oak stained in a dull golden shade. All of the shelving and cases are the uniform height of 92 inches, capped with a simple Colonial molding 6 inches high.



DISPLAYS BY ELLIS HANSEN, SHOWING EFFECTIVE USE OF CARDBOARD CUT-OUTS.

Cardboard Cut-Outs

CARDBOARD CUT-OUTS offer great opportunities to the window dresser who knows how to use them intelligently. When judiciously used they may be made highly effective, but when poorly made and carelessly used they are generally very bad indeed. Ellis Hansen who has charge of the displays of the Rudolph Wurlitzer Co. of Chicago is a past master in the use of cardboard cut-outs. He has experimented with them widely and has developed their use to an astonishing extent. While in charge of the Window Display Department of the Victor Talking Machine Co., Mr. Hansen developed cardboard decorations to a high order of artistic merit. Most of the Victor displays were based on cardboard cut-outs and these displays were considered good enough to be used in the windows of most of the high class stores of America and Europe.

The picture reproduced here shows how cleverly Mr. Hansen handles this class of work. The Wurlitzer store is on Wabash avenue and faces the elevated road where many thousands of passengers pass daily. For this reason the store has second floor display windows that are almost as important as those on the street level. Of course the upper windows have to be trimmed in a different manner and large effects are used in order that they may be seen clearly from the elevated trains. The picture illustrates this point admirably. In the lower windows very little detail can be made out although these windows were carefully dressed and from the sidewalk did not appear in the least confused. On the other hand the details of the upper windows can be disitnguished much more clearly.

This display was put in recently to advertise the Swedish records of the Victor Talking Machine Co. Hence the Viking ships were used. These were cut from heavy cardboard and painted so cleverly that they stood out in strong relief. A row of overlapping records was placed along the side of each ship in imitation of the warriors' shields that are always shown in pictures placed this way. Back of the ships may be seen a balustrade, the posts of which are surmounted by large urns. All of this design was carefully airbrushed and when seen from the elevated trains it was impossible to say that both balustrade and urns were not the real thing. This is only one of the many ways in which Mr. Hansen uses cardboard cut-outs. He also uses paper cut-outs mounted on very light chiffon. These are used in screens and otherwise and have a high decorative value.

MERCHANTS in Birmingham, Ala., are offering substantial prizes for the best 300-word articles on "Trade in Brimingham," with the view of getting the general public to take an interest in this subject. At the present time the trade at home movement is receiving much attention everywhere and in some cities considerable progress has been made in that direction.

Important Announcement

A New Department of Store Planning Has Been Arranged for and Will Be Placed at the Disposal of Readers of Merchants Record and Show Window — Without Charge

For several months past we have been publishing a series of articles on "Store Outfitting" which have been very favorably received. These articles have described several classes of stores having modern equipment. With this issue we are in a position to announce a new series which will complement our original series and offer our subscribers a very valuable service.

Our new department is a "Store Plans" department, and will be in addition to the articles on "store outfitting." It will permit our subscribers, who are interested in new fixtures, to get specific data on their own problems.

For a long time we have had in mind a department of this kind, but have been unable to start it for several reasons. The whole tendency in the store equipment field is towards factory production, and standardized designs. This was brought out clearly in our series of articles on "Factory Fixtures." For this reason independent architects could not be employed because their work calls for special, and expensive, construction—which is directly against the best interests of the vast majority of retailers. On the other hand we were unable to get the services of those designers who could do the work, those employed by the big store equipment firms, because they either did not have the time or the firms were unwilling to spend money in making plans that would benefit their business rivals.

We have now made arrangements that get around all of these objections. In our Store Plans department the plans will be made by thoroughly experienced architects, familiar with the latest practical ideas in store fixtures, and those who have designed the plans for the best of both large and small stores all over the country.

The architects who will do our work are familiar not only with store fixtures proper, but can arrange for store fronts, illumination, ventilation, cash carrier systems—in fact everything needed in a modern store. These plans will be furnished absolutely without expense to our subscribers, who can use them, exactly as if a goodly sum had been paid for them and they had been drawn by an independent architect. Even if fixtures are purchased, and the plans used, our subscribers need give no special consideration to our advertisers; although in actual practise we know they will get their share of the business for we carry the advertising of most of the best concerns in this field.

The plans are yours to do with as you see fit. Plans will be made whether new fixtures are to be bought or the present equipment rearranged. These plans are expensive, however, and we must insist that they be asked for only when they will be made use of, and only asked for by members of the firms. When plans are asked for, in order to have them of value, we must have as complete data as possible, give too much rather than too little.

Send a rough plan of the floor space, showing all posts, stairways, doors, windows, etc. Give the value of the stock carried in each department, and information as to where certain departments must be located, if that is the case. State whether or not a new front will be put in. Give information in regard to cash and carrier systems. State what you now have in equipment that you positively will keep.

From month to month we will publish some of these plans, and in that way many readers will get valuable pointers even when a separate plan is not needed. We are perfectly willing to do everything possible to better merchandising conditions in the retail stores, and to help the merchants to meet mail-order and other forms of competition. Actual help of this kind is bound to do a lot of good. Make full use of this department, but do not abuse the privilege.

Who Will Be the First to Have a Plan Made?

WHERE IDEAS COME FROM

THERE IS LITTLE REAL NEWNESS IN THIS WORLD AND MOST IDEAS THAT ARE USED BY THE BEST DECORATORS ARE ADAPTATIONS OF BASIC PRINCIPLES OF DESIGN— STUDY THE MASTERS

SOME THOUSANDS of years ago King Solomon, or some other equally wise man, made the observation that—"There is nothing new under the sun." That this bit of wisdom or philosophy has been accepted as truth by the successive generations down to the present day would seem to indicate that this ancient saw is based upon a fact.

After all there are few things that are really new—even our modern inventions are generally merely adaptations or improvements of ideas that have been well known for many years. In all branches of art this old adage applies with especial pertinence. It is true that once in a while some artist or group of artists, the cubists or futurists for example, will blossom out with an entirely different method of expressing his or their artistic fancies. These however are as a rule mere sensationalists and their work but a passing fad that wins momentary notice and is soon forgotten—it has little or no influence on permanent art. In the meantime genuine art is progressing by the same slow, steady stages that has characterized its advance from the beginning. In most lines, artists are following practically the same general ideas that were followed a hundred or a thousand years ago. The same general ideas are beinig used over and over again—they are changed, combined or adapted to different uses but they are the same basic ideas for all that.

This applies with especial force to all forms of decoration. The Greek, Roman, Italian, French and other styles are much the same as when they were first developed. And there is an excellent reason for this. Before these old styles have been accepted they have been carefully studied out and worked over by some of the greatest artists the world has ever known. Take for example any of the French period styles, and consider that this style has been developed by a group of great artists and decorators who have spent their lives in study and hard work in order to place before the world a single style of decoration. And so it is with other styles—they are so nearly perfect that there is little chance of improving upon them. Hence the real artist who realizes this perfection, seldom takes liberties with any given style of decoration He accepts it as it is and adapts it to his use as best he can. For this reason there can be little actual originality in decoration unless one departs altogether from accepted forms.

However, it is possible to adapt old ideas to new uses, and in this way the decorator may be truly original although the decorative devices he uses are a thousand years old. So it is with most of our best decorators of windows—they apply principles of design that have been in use for hundreds of years yet the result is something *original* in the truest sense of that word. A window decoration may be



Plate No. 9023. Display of Boys' Clothing by Carson, Pirie, Scott & Co., Chicago.

Here is a display of summer wash clothing for boys, and it is so simple that little explanation is required. The background of this window is a permanent one of handsome mahogany, which sets off light colored merchandise, such as this, exceptionally well. Three low tables were used to show the merchandise in the rear of the window, and the remainder was shown on forms and low metal stands.

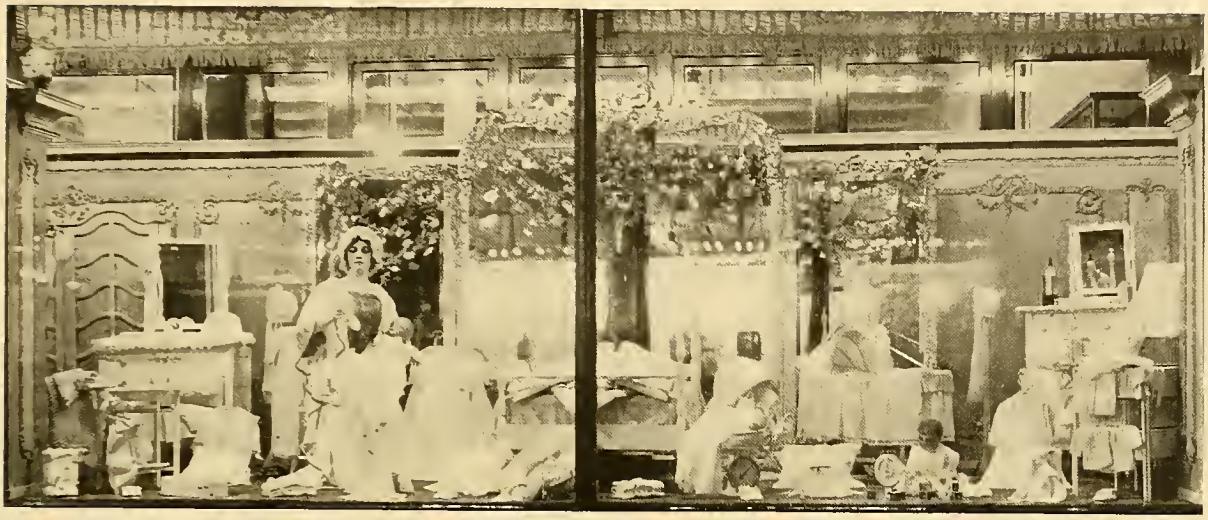


Plate No. 9024. A Baby Wear Window by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

This was an exceptionally well handled display of apparel for infants. The window was arranged and equipped to represent a nursery. Even the furniture was of a miniature size intended for a small child's room. Scattered about in a studiously careless manner was a remarkably complete collection of wear and accessories for the use of babies. A mother was posed holding one baby while another was placed upon a small scale. Still another was on the floor playing with colored blocks. The remaining details can be made out in the picture.

original although there is nothing new in it. The most successful window dresser is the one who can adapt established principles of art and design to meet the individual requirements of his store.

"He certainly has wonderful ideas about window decoration," is a phrase we frequently hear applied to one or another of our foremost window dressers, and there seems to be a general belief that "ideas" spring spontaneously from the minds of these men. As a matter of fact, all ideas are based upon knowledge. The scheme of decoration of a window may appear strikingly original and new, but when the "idea" that underlies it is analyzed, it will be found that the decorator has arranged and adapted various principles of design, none of which is in itself new although the combination may be altogether original in the way in which it is used.

All of this is intended to lead up to the statement that window dressers are not born, but attain their proficiency through ceaseless study and careful observation of the accepted forms of design. Of course there are some few whose natural genius whose work seems to be almost intuitive, yet even in such cases this seeming intuition is based upon knowledge although the latter may have been acquired unconsciously. All really great window dressers have become great through untiring study and consciously or unconsciously recorded observations. Every window decorator who has made a big name for himself owes his proficiency to a never ceasing study of the principles of design —in almost every instance those who have gone the farthest are those who have studied the most consistently.

"But," asks the beginner, "where do these men find all this information—where are the books that contain all the knowledge that these leaders of the craft evidently possess?" That is a quite natural question. Where are these books? The books that the big decorators study are everywhere—if one only has the eyes to see and the understanding to appreciate them. The ideas are everywhere but it sometimes takes a practiced eye to discern them and an active imagination to apply them to window decoration.

To illustrate this point, a German architectural journal recently devoted an issue almost exclusively to pictures and description of a wonderful residence and gardens in Vienna. Practically every detail of the interior and exterior of the immense building was shown and many views of the beautiful formal gardens were also reproduced. This book was shown to three window dressers who looked the pictures over with more or less interest but evidently saw nothing in them to suggest window decoration. They saw pictures of a house and garden and nothing more.

Later the book was laid before one of the leading decorators of State street who went for it like a duck for a June-bug. In almost every one of the many pictures he found some idea that could readily be adapted to window decoration. He was so impressed that he not only bought a copy of the paper he had seen but sent seven or eight dollars to Germany. for a year's subscription. Here was a case where three practical window trimmers failed to catch a single idea from a source that proved to be a gold mine of inspiration to a decorator

whose trained eye recognized suggestions when he saw them.

Pictures of one kind or another have been the source of inspiration for practically all of the best window displays that have been made in this or any other country. This is only natural since nearly every real work of art that has ever been produced, has been reproduced through printed pictures. The window dresser may not be able to travel around and see the originals but he can secure the printed reproductions of the art of the entire world.

But pictures, periodicals and art books cost money and there are many dinwow dressers who hesitate to spend a few dollars in an investment of this sort. Nevertheless, it will pay any window dresser who takes his work seriously, to spend as much as he can afford for books and magazines that will help him in his business. If one can get a single good idea from a book that costs, say a dollar or two, that idea will have been had cheaply. The writer knows of one decorator who pays from thirty to forty dollars each month for magazines and books, and there are others who have libraries containing hundreds of volumes covering all branches of decoration and design.

The second-hand book stores of any big city are a "Happy Hunting Ground" for the bookish window dresser. In any of these musty shops may be found many volumes covering nearly every branch of art from architecture to the making of crayon portraits. Of course many of these books would be of no value to the window decorator, but occasionally he will come across a folio that will more than justify all the trouble that has been taken to find it. There are many books on architecture that will be found useful to the store decorator; there are also numerous books on various branches of art that are full of suggestions that may be turned to good account. Back numbers of art magazines are to be found in almost every second-hand book store and for the purposes of the window dresser these are just as desirable as current issues.

But all the books in the world are of little use to the man who does not know how to make use of them. The main thing is to be able to recognize an idea when one sees it. To do this sometimes requires considerable imagination but imagination is something that every window decorator should have plenty of. To find window decorating ideas in a picture requires a sort of mental training that may be acquired easily through a little practice. In some pictures, the decorative scheme sticks out like the proverbial sore thumb, but in most cases it is not so obvious at first glance. Possibly in some little unassuming detail may lie the suggestion for a window decoration. Study the picture carefully; separate the details and rearrange them in the mind's eye if that is necessary. Pick out the essential features and eliminate all that is unnecessary; take a piece of paper and sketch in the details that seem to be suited to window decoration and it will frequently be found that very little change will be required to make the idea practicable.

Possibly the most important thing is to train the mind to the habit of careful observation—to always be on the lookout for ideas that may be converted to window use. The man who is on the lookout for suggestions and who knows one when he sees it will never be in need of ideas for his window settings.

THE BRANDEIS STORE in Omaha recently employed a silhouette artist for a week to cut out portraits of the children who visited the store. There was a big demand for the little black and white pictures which, of course, were free.



Plate No. 9025. Clothing Display by R. W. McKnight for Fit-Rite Clothing Co., Victoria, B. C.

This was a display of clothing for summer sports. The setting was helped by the introduction of canoe paddles, golf sticks and a tennis net and bat. In the back was an ornamental lamp.

Department Store Card Writing

By G. Wallace Hess

This is the eleventh of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

FEW BEGINNERS in cardwriting realize the variety of styles of lettering that can be made with a single brush or pen. With the exception of card No. 2 all lettering here has been made with two different sized pens. Take card No. 1 for example. The lower case letters in "Panama Hats" are three-fourths of an inch in height—the other small body lettering is three-eighths of an inch. This allows for plenty of contrast and it is well to note that the first mentioned size is about the maximum height a No. 1 Soennecken should be asked to make in single stroke lower case.

Three-eighths inch in a lower case letter "n" in slant lettering and a half inch in straight lettering is the minimum for the No. 1 pen.

It will be readily seen then that any size lower case letters between these two given heights are applicable to this size pen.

For a half inch straight letter it becomes necessary to use a squatty or semi pen text style—to use a semi-roman style as in Panama hats it is hardly possible to get a good swing to the pen if the letter is less than the maximum in height. If this height must be reduced—then reduce to a No. 1½ pen.

Notice how the lettering on this card is "pulled" in toward the center. Don't scatter your lettering over the card.

Here is another point worth remembering. In pen lettering it will be noticed that the effect is better if the letters in the various words are compact and placed well together with more space allowed between the words than is customary in other styles.

If cards are set in a frame or holder in the window the cardwriter can suit his own fancy regarding a marginal line, as to using or not using it. Where a card is placed in a window in front of an easel, I think the majority will favor a border line.

In card No. 2 is shown a single stroke slant letter made throughout with a No. 8 rigger and opaque show card color. To the person who finds it hard to use the brush I would say that few amateurs realize the good effect that can be produced in double stroke Soennecken pen lettering.

There is another vital thing to take especial notice of in pen lettering and of less importance in brush lettering though it should be heeded here also and that is that pen lettering is hard on the hand if continued for hours at a time.

There are also strokes such as the cross on cap "H," "t," "f" and spurs that are very hard on the hand if the paper is not shifted.

On this account you will invariably find all men who "punish" a vast amount of work, gripping their card at the upper left corner with the left hand and you will find that as soon as they come to a stroke which would require the shifting of the right hand into a position where the hand would feel cramped that they hold this hand in its normal free and easy position and give a quick shift to the card itself.

Save your right hand all you can. This makes





for better lettering. Just as soon as you find yourself cramping it—try working the left a little.

In card No. 3 is shown a typical layout for the clearance season. It is all single stroke pen lettering including figures. Two things will be noticed that may be condemned—the use of the character "&" and the caps in Blue Serge Suits.

Various books on lettering condemn the use of the character "&" as I have used it. Personally I believe and have always held that there should be a character "&" cast in all type used for advertising purposes the same size as the lower case "n." I believe that this will eventually happen but, be that as it may, advertising men of recognized ability in high class stores who write high class advertising used in the metropolitan dailies make use of the character "&" and you will rarely err in following the lead of a good advertising man.

However, if you see ads where this character is used, you will notice it looks "lost" for the character will be the size of a cap and will most often be found not in a line of caps but in a line of lower case lettering.

As to the caps, the "S" may look a little grotesque, but if this style letter is made as an initial in red with a good swinging on-the-end-of-a-brush stroke it looks better than a pen letter. The letter "B" certainly does not belong in a roman style of type but it is far easier made than a roman type. This card lettered all in black with the three caps and price done in English vermilion would make a good general card.



In all large stores price-tickets in required sizes as Nos. 4 and 6 are generally kept in stock with the reading matter printed so that the cardwriter simply inserts the price.

No. 5 shows a neat ticket made in a minute and I might remark here that trimmers outside the big stores should save all *clean price tickets.*



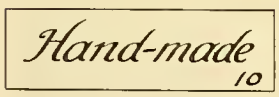


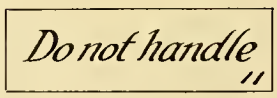














You may be prejudiced against diamond tickets—but take a ball point, music or small Soennecken pen and letter No. 7; when dry, rule a thin red line under "Trousers" and you have a neat ticket.

Some one has said that "Work well planned is half done." Cardwriters in big stores continually use their heads in planning—only by this method is it possible to get the work out. As an illustration you may have noticed that about eighty per cent of the cards in large stores are one line and price, and two lines and price; also that the predominating sizes are 11x14, 7x11, 5½x7, 4x4, 3x3 and price tickets.

Now if a cardwriter has an understudy he has him rule up with pencil from cut outs fifty or a hundren each of the first three sizes named with one line and price and two lines and price. At least a hundred of each layout in each size is kept in reserve, and as soon as the supply begins to run low the boy gets busy.

But you have no boy? Neither did I, but there are days when it is slack and that's the time for you to take the boy's place, and an hour or two spent in this manner relieves a terrific tension on a busy day when you may have cards and tickets by the thousand ahead of you.

In the same manner at openings and dressmakers' exhibits little cards such as No. 10 and 11 are needed for laces, gowns, etc. No reason exists for letting these go to the eleventh hour.

No. 8 shows a neat 5½x7 card—a style and size rapidly gaining favor—made in less than two minutes. Why buyers and managers will permit the using a hodgepodge layout of cards of all sizes in frames and otherwise, on top of cases and ledges is beyond me. Walk through the average store aisles and it at once becomes apparent that no reason exists for using a larger card than 7x11 on top of a case and half that is nearer to the correct size.

In strip No. 12 is shown a style adapted to a small shoe window or case. Instead of the marginal line here a good effect is obtained by mounting the strip of white board on a gray or tan mat with quarter inch exposure all around.

The cardboard question looms up eternal. Big firms don't want to break packages or bother with small orders. The maker (unless exorbitant prices are asked) is the only one who makes money on card board.

The letterer of today has at his disposal large lines of mat board to be had at reasonable prices. Young men are breaking into the game—and it is a hard effort to compete with old houses, yet the younger generation is giving you better opportunities on the small lot orders.

We are all anxious to see new effects in cardboard. Samples and postage cost money.

I am not interested directly or indirectly in the management or financial end of any trade journal nor in the sale of cardboard.

I have asked for many samples of cardboard in my day—but never yet have I asked a firm to send me samples of cardboard without inclosing a dime in stamps.

I believe that trade journals help cardwriters and trimmers immensely. Novelties are always given you through their reading or advertising columns and in no other line has a man a harder row to hoe than the cardwriter who wants a little novelty board and the dealer who tries to market it.

In the past few months new firms have appeared and boards with fine surfaces for lettering with either pen or brush are to be had. I've harped on this board question for years. It's up to the letterers themselves to demonstrate that the goods are wanted—and possibly a few stamps sent with a request to mat board firms for samples may enable those firms to continue supplying us with a commodity which we have sadly needed for years.



Plate No. 9026. This Display Sold Hundreds of Dolls in August.



A VACATION BACKGROUND BY C. L. CHILDS.

A Vacation Background

VACATION TIME is upon us and here is a simple and effective background for the display of vacation merchandise of all kinds. The design was executed by C. L. Childs, of Brooklyn, who describes it as follows:

This background is suitable for the showing of any kind of goods connected with the idea of going away—it would serve equally well for traveling requisites, summer clothing, furnishings, toilet articles, sporting goods, etc. At each end there is a box-like panel made of composition board and painted white. In these two panels are shown contrasting scenes. In one the crowded city is suggested by tall buildings, and in the other is a quiet landscape, giving the idea of the open country. These paintings should be worked up in a sketchy manner without much regard for detail. They might well be done in black and white with colored tarlatan stretched in front.

It requires a much more skilful artist to work in colors, so unless the decorator has had considerable practice, he had better stick to one color. These scenes are placed at the back of the box panels which are about a foot in depth, and the tarlatan is stretched across the opening in the front. This gives an effect of distance and softens the pictures. The top of each panel is finished off with rambler roses or daisies. The middle panel is also made of composition board. The arc is two inches thick and five inches wide, and extends down on both sides to the flower box, which extends clear across between the two side panels.

The painting may be of any kind suggesting a vacation. One can get plenty of suggestions for a picture of this kind from the many booklets advertising summer resorts that are issued by the railroad and steamship lines. Colored lights are placed in the flower box at the bottom and these are reflected upon the picture with pleasing effect.

TO SECURE an appropriate poster for their next Fashion Week, the merchants of Minneapolis and St. Paul offered four prizes aggregating $100 for the best designs to be reproduced in three flat colors. It was specified that each design must contain the figure of a man and a woman, both attired in the latest 1914 fashions. This contest closed June 30.

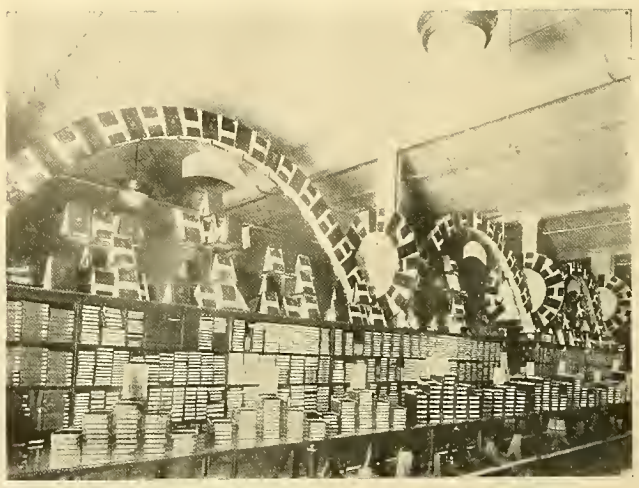
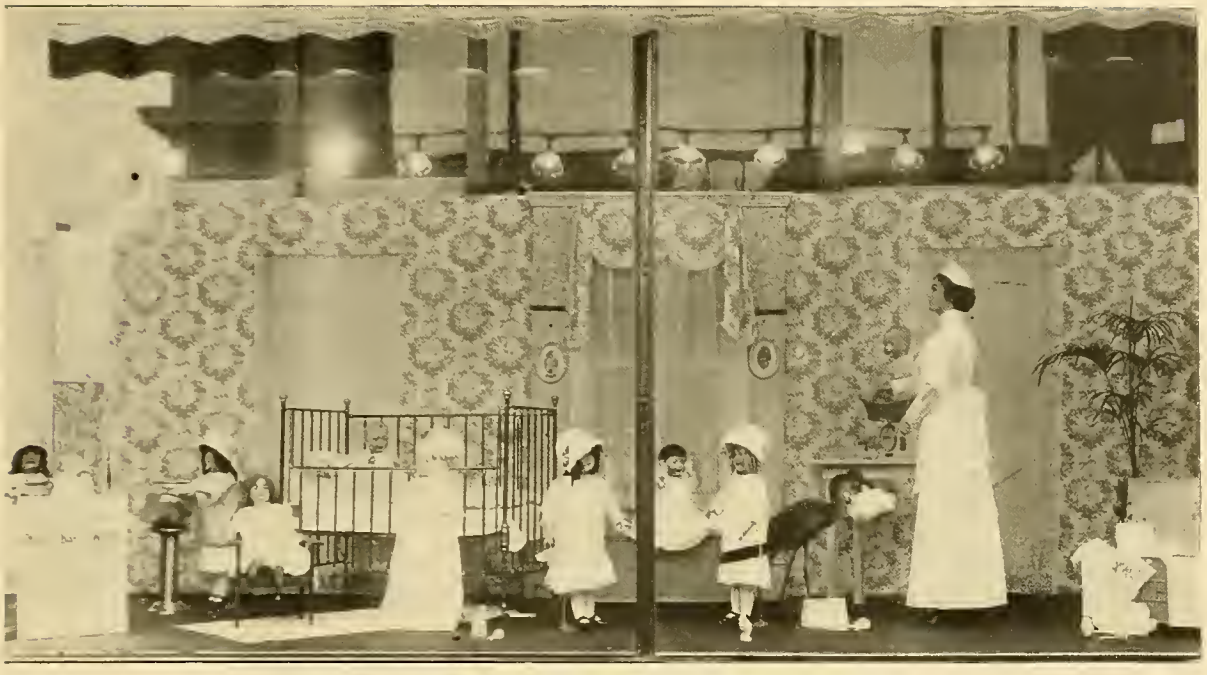


Plate No. 9027. Interior Decoration by M. A. Winn for Joseph Gerber Co., Memphis, Tenn.

This was an interior display put up in the hosiery department on the occasion of a special sale. The large circles were cut from composition board and braced in the back by narrow strips. The arches were made of 24-foot strips of 4½ inch wood bent five inches apart and connected with blocks at intervals. Composition board was then placed over the face to give a smooth effect. About 200 dozen pairs of hose were used in making this display. The setting was 75 feet long and six feet wide.



MR. MILLERMASTER'S BABY CONTEST WINDOW.

A Perfect Baby Contest

A SERIES OF PRIZES was offered recently by Ed. Schuster & Co. for the most nearly perfect babies under the age of two years. There were three classes of contestants, according to age, etc., and a few simple rules served to cover the requirements of the contest. An expert physician and nurses were in charge of the details, and the whole affair proved to be a big success. This was not an ordinary baby show, and the prizes were not awarded for beauty, as is generally the custom. The counting points considered of perfect measurements, development and general proportions. All of these measurements were taken with scientific exactitude and set down upon a chart that was furnished for each contestant. The contest lasted a week and during that time more than 550 babies were measured and examined by the physician who acted as judge.

The accompanying photograph shows a window display that was put in by A. Millermaster, the window dresser, for this store on the occasion of the contest. The window was carried out in pink and white, and represented a nursery. Many of the details are lost in the reproduction, but the general idea of the display will be understood. One of the features was a stuffed stork delivering a wee baby to the nurse.

Treatment of Help

IN CONNECTION with the investigation now in progress by the United States Commission on Industrial Relations, some interesting facts relative to the treatment of department store help have been brought out. In the course of this probe into the complainings of employer and employee, John Wanamaker was questioned at a meeting of the Commission held in Philadelphia. During the course of his examination Mr. Wanamaker had an opportunity to refute the intimation that department store employees are overworked and underpaid. He said in part:

"In my Philadelphia store I employ about 6,000 persons, and at extraordinary times the number has risen to 7,800. If you would really learn the conditions under which they work I wish you would spend several days with me watching their operation. We have no ill-paid people nor any lack of chairs for their comfort between sales. There was once a time when any employee who became sick was supported during his illness by subscriptions from his fellow workmen. Years ago I discharged all my employees working under this old system, and then hired them back again on the basis of an insurance scheme. By their own insurance organization they provide against illness, and since its inception have drawn about $600,000 from it."

In answer to scattering questions Mr. Wanamaker said that no employee of his store was ever laid off because of stagnation of business. He stated that the minimum wage for his salesgirls is $8 a week and for scrub-women $7. All of the messengers attend the store school and are helped to an education while being paid for their time. Speaking of general regulations he asid:

"We retire people on half pay when we feel they have reached the right age. There is no iron-clad rule about it, and each case is decided by me after a conference with the important officers of the store. When a person is discharged it is only for a great fault. If he wishes reinstatement he talks it over with no one but me, and the details of his fault never become known."



Plate No. 9028. A July Display by B. A. Smyser for Stone-Fisher Co., Tacoma, Wash.

When a window is to be put in to advertise a special sale in which a lot of goods have to be moved in a hurry, art is not such an object as to show the goods and the prices. Here is a good illustration of the sale window. It was built up to show just as much merchandise as could be exhibited to advantage, as the purpose was to interest the masses and to get them to visit the drug department. Everything was ticketed and the two big signs called especial attention to the sale. This is hardly what one would call an artistic display, but it sold goods.

Distant Deliveries

FREE DELIVERY and how far it shall be extended is a problem that confronts nearly every merchant, and it is generally settled according to the character of the competition that has to be met. Eastern stores on the whole do much more in the matter of delivering goods to distant points than do the representative stores of the middle west and the west. For example there are several stores in New York and Philadelphia that will deliver merchandise in Chicago free, within certain weight limitations, of course. On the other hand there are big stores in Chicago that would refuse to deliver the same class of merchandise beyond the limits of a few surrounding suburbs. No exceptions are made—if a customer wants goods delivered outside a circle of a few miles she must pay for it herself.

It would seem good business to adopt a reasonably liberal policy in the matter of distant deliveries. The parcels post offers inexpensive delivery facilities for practically all goods that do not require special packing and crating. In many instances it is less expensive for the stores to send a package by post and pay the charges to a point 50 or 100 miles distant, than it would be to deliver the same parcel to a point within the store's regular delivery zone by wagon. Strawbridge & Clothier of Philadelphia have the following simple rules regarding the delivery of goods by parcels post:

The operation of the Parcel Post is fully meeting our expectations—showing a large increase in the number of packages shipped and giving prompt and satisfactory service.

We have planned to make this a helpful addition to our Delivery Service and not in any way to curtail privileges heretofore enjoyed.

Our plan for using the Parcel Post is entirely plain and understandable, and requires no complicated chart to explain it.

Until further notice we will PREPAY by PARCEL POST purchases not exceeding 11 pounds in weight, to all post offices in the FIRST, SECOND and THIRD ZONES FROM PHILADELPHIA, extending approximately 300 miles. This includes all drygoods, Wearing Apparel, Shoes, Fancy Goods, Jewelry, etc., but not Candies, China, Housefurnishings, large Toys or goods which require special packing or crating.

NOTE—All purchases to the amount of $5.00 or over, with exceptions as to the articles above noted, for post-offices in the United States beyond the limits of the Third Zone, will be delivered free by Parcel Post. (We do not prepay purchases made for the accounts of Agents or Dealers.)

DOLLAR DAY has "come back." Years ago this event was tried out with success in many of the smaller cities with such muccess, but in the larger places the plan was pooh-poohed by the big merchants. Now the larger cities are taking up Dollar Day with enthusiasm. Already this year this plan for a co-operative sale has been used in hundreds of important cities and before the cold weather sets in there will be many others. Dollar Day is an event that appeals to all classes alike, and wherever the plan has been carried out in the proper spirit it has met with success.

NOTES FROM NEW YORK

SHORTER HOURS AND WELFARE WORK CONDUCIVE TO BETTER SALESMANSHIP—BATHING SUIT DISPLAY—THE ALTMAN ADDITION NEARING COMPLETION—POLO DISPLAYS—OTHER NEWS OF THE DECORATORS

F. F. Purdy

THE PROGRESS of the betterment of the condition of employees of department stores in New York is obvious. And the promotion of a better environment for the worker is "business" fully as much as philanthropy, contributing to health, spirits and a real interest in the institution. Many years ago James A. Hearn & Son began to close Saturdays during July and August, and have continued ever since, with little general comment. Now Wanamaker and Lord & Taylor are doing the same thing. Last February Wanamaker set the example of closing the store all day for Washington's and Lincoln's birthdays. A number of other stores open at 9 and close at 5 every day during the summer, which with lunch time brings the working day down to less than 8 hours. And all this was brought about simply by the initiative of employers—by the agitation of no outsiders.

WELFARE WORK

Welfare work is going on in the larger New York stores, real genuine welfare work, that accomplishes something and is not simply a sap, used for advertising purposes. Among features in various stores are lunch below cost, roof playgrounds and solarium, honor system displacing fines, distilled water, chiropodist, emergency hospital, doctor, nurses, and encouragement of vacation plans. At Wanamaker's according to recent testimony, the average saleswoman receives $9 or over a week, the minimum wage for girls under 16 being $4, only 40 girls receiving this amount at McCreery's the average saleswoman earns around $13.50 including commissions. At Gimbel's 150 saleswomen receive less than $8 a week.

It takes no "intellectual wonder" to pry up the fact that the greatest department store leak is in salesmanship. Evidently the New York merchants are getting right down to bed rock principles, organizing and building up a happy, contented sales force, who are fairly paid, educating them in their methods, and then firing those who do not make good. Salespeople will work to keep a job worth having, and an alert, intelligent salesperson is better worth $15 than a careless slatternly girl $7 or $8.

The highest grade salesmanship the writer ever experienced was in the case of a shoe clerk in St. Louis who drew some $3,000 a year in a prominent store there ten years ago or more. You don't believe it? How could he make it? By waiting on hundreds of the leading people of St. Louis, who wanted him and none other to serve them, and who kept him busy all day. He knew every woman by name and knew her size. He could wait on a woman and fix her up in five or ten minutes and give her every courtesy and when through put her purchase down in a pile in the rear of the store. At the close a boy would come to him with pencil and paper, and from memory only this salesman—Powers, I believe, was his name—would call off the name and address the boy was to write for delivery instructions for each pair. This man's memory was a wonder, and he was as modest, courteous and alert as he was thoroughly businesslike. That was possibly the zenith of retail salesmanship in the country at the time. Go through any department store and see what a vast opportunity there is for improvement. And this improvement is gradually coming.

DISPLAY MANAGERS MEET

On June 7 the Display Managers' Club held their monthly meeting and dinner at the Broadway Central Hotel. The long distance guest was Mr. Jones, decorator for The Hub, of Baltimore, who is a member like Mr. Hoeber, of Philadelphia, and a number of prominent out of town display managers. Another outing was planned for July 12, when a trip will be taken to Far Rockaway, with bathing and lunch on the fine beach there. Thence boat will be taken to Sheepshead Bay, and dinner will be served at one of the resorts there, all of which is being arranged for by the House Committee. Two new members were proposed. On account of the vacation season, no further regular meetings and dinners will be held until the first Monday in December. The Club is progressing finely and President Frankenthal and Secretary Wendel, and in fact all the officers and members, are putting a lot of ginger into this thriving new club, where the members exchange many valuable experiences besides heartily enjoying the sociability offered. Out-of-town as well as local display managers are eligible to membership, and inquiries should be addressed to Charles Wendel, care Gimbel Brothers.

BATHING SUIT DISPLAY

"A remarkable feature of our business has been the big sale of bathing suits," said a decorator of one of the finest stores, in June. "These goods never went faster." Mr. Richter, at Saks, recently had in one of his striking bathing suit windows, which always make the throng sit up, gasp a little and take notice. At Wanamaker's the bathing suits had as a background a submarine scene painted on a flexible screen and various denizens of the deep disporting themselves. These flexible screens, by the way, are something new, and Wanamaker's have them mainly for use in the windows. They come in the white and artist W. F. Larkin treats them with all kinds of scenes. He is kept busy on something by Harry Bird all the time. Some of his work has been decorations after the new Martine style of Paul Poiret. The latest is the decoration of furniture and he recently had a number of light oak summer suits of furniture that had

not been finished at all, and was figuring out a proper treatment for them.

A novelty here with one or two fixture houses, that has been out but a short time, is a shirt waist form with movable jointed arm, which is in two sections, and can thus be used for different length of sleeves.

Work is going forward rapidly in completing the new Altman addition which will carry the store through to Madison avenue. The need of more room at Altman's may be understood when it is known that there will be no new stocks carried except men's shoes, and some expansion in men's clothing. The new space will simply be absorbed by the needs of the various departments. The beautiful French gray scheme on the present third floor will be carried out on the connecting third floor of the addition, and suits, dresses, house gowns, cloaks and furs will occupy all this floor. Similarly, on the fifth the rugs will occupy all the enlarged floor except the portion devoted to the offices. The second floor will be entirely rearranged, with fine mahogany fixtures and a few individual rooms, and here will be found the Misses' department, bathing suits, waists and infants' and children's shoes and apparel. There will, by the new plans, be eight windows on Madison avenue two on 34th Street and one on 35th Street. The windows will be large, with Circassian walnut and stipple glass backgrounds. It is expected that the addition will be completed and open by September 15. At Altman's we are told that this is a stronger white season even than last year, or any other recent year, and the trend toward white is strengthening daily.

The "June Signal Sale" was on with the O'Neill-Adams Co. last month. The management is strong on sales, which is very appropriate for lower Sixth avenue under present circumstances. And Al. Manee, the company's decorator, is fitting his work right into the sales plans in fine style, both in the windows and in the interior.

Owen Rossiter, the Lord & Taylor decorator, had been trying to get away for a trip to Europe this summer, but will postpone it until next spring. Mr. Rossiter has studied window decoration abroad, but is alert for the latest ideas for the first department store that the people of Riverside Drive and upper Fifth avenue strike on their way down town. The wisdom of the management in selecting this site is more obvious every day, for Lord & Taylor has the first call on the fashionable crowds on their way down town via automobile or stage, whose destination is not absolutely fixed, and a far greater business is naturally being done than at the down-town stand. Mr. Rossiter had a natty polo window in at the 5th avenue and 38th street corner when New York was all agog over the polo games between the American and English teams. In the background there was a picture of a polo game draped with the appropriate colors, with polo clubs, balls, caps and boots. Accompanying these were shirts, ties, gloves, etc., part of the exhibit being upon the handsome gold stands that are becoming very familiar in these windows. Merchants and merchandise men from all over the country and abroad are continually visiting Lord & Taylor's, one of the latest visitors being the merchandise manager of Selfridge & Co., of London. Many have made quite a study of the novel plan of decorating the window platforms, which are hoisted into position at the close of the day. This, especially the raising of the window that fits right into the entrance, is yet a feature of great interest to people on the avenue at 6 o'clock. This window is of course raised daily—the others are changed twice a week.

Price & Rosenbaum have adopted a novel scheme for getting the people into their store on Broadway, Brooklyn, on special days from now on until the end of the year. They are sending out thousands of booklets containing pages 2½ by 4 inches in size, containing "P. & R. Registry Certificates," with bunches on cards to be torn out at perforations, entitling holders to buy goods at special prices on certain specified dates, one date for each card. A list of registry certificate bargains appears in the Saturday "Chat," a local paper that is thrown around practically free, and visitors are furnished with a list, if desired at the store. The certificate "entitles you to purchase any article or articles at the prices advertised, but positively no goods will be sold at these special prices without this registry certificate." Thursday is "bargain day" at Price & Rosenbaum's, and in the back of the little booklet of registry certificates is a bunch of coupons entitling the holder to a rebate of 3 per cent on all purchases made on a certain day. Each of the coupons is dated, three to each of the 2½ by 4-inch pages, with perforations for easy detaching.

The stores of Robert Fraser and J. A. Roberts & Co., Utica, N. Y., vied with each other early in June in exhibits of the finery of the June bride. A wide stretch of the windows of Robert Fraser started at the left with the clergyman standing on a little platform awaiting the wedding party, with two flower girls approaching, ready to go to either side, with two bridesmaids, following, maid of honor, and finally the bride and groom. The Roberts decorator treated the idea somewhat differently, and showed the feminine part of the bridal party only, calling attention by a sign to their costuming. There was a party of six, including the bride, and a flower girl. They were under a huge bell in blue, with borders of lilies of the valley. All stood except the bride, seated. Included in party was a middle aged lady, gowned appropriately to her age. The crowd were even more interested in the costuming of the party here than in the somewhat more elaborately staged window at Fraser's. Both exhibits were unusually good, and illustrated the healthy competition that exists between these two enterprising concerns.



Plate No. 9029. A Shirt Window by C. O. Johnstone for M. L. Rothschild & Co., Minneapolis.

This display was in a window 6 feet deep with a glass frontage of 18 feet, and created considerable comment by reason of the color scheme and arrangement. The merchandise was of the finest grades in soft silks and Madras dress shirts. A plush covered platform was placed at each end of the window. Three diamond shaped stands were placed on the platform and there were also two collar stands, all of which were graduated in height. The shirts were all fitted with collars and ties and in each collar was a pair of chamois gloves. In the middle of the window the shirts were placed on different tops. The two open boxes contained full dress shirts, and the boxes themselves were so handsome that nothing was needed to show the shirts to better advantage. The neckwear was of strikingly rich color. The center display was in plain cerise while the ends were of a bright emerald making a gorgeous color scheme. The floral decorations were in harmony with the merchandise. At each end was a plush covered flower stand in which beautiful orchids were placed. The background and floor were draped in rich green plush which set the goods off to excellent advantage. On the ledges were units trimmed in harmony with the rest of the display. The window was sparsely trimmed although the photograph does not give that effect. The beauty of the display lay in the careful arrangement and the harmony and richness of the color scheme. It was a display that created a tremendous increase of sales in the shirt department.

A Display of "Curios"

CURRENT EVENTS of local or national import furnish an inexhaustable supply of inspiration for the window dresser who has a little ingenuity, some sense of humor and an inclination for freakish displays. For example, a trimmer for a store in Houston, Tex., recently showed in a window a truly remarkable collection of relics from the Mexican war which at present is prominent in the public mind. Many remarkable personal effects of Mexican heroes were displayed, each memento having a voluminously explanatory card. One of the exhibits was a two by six inch board studded thickly with stiff wire bristles. To the careless observer this might appear to be a stable brush but the card stated that it was a toothbrush discarded by General Villa during his Torreon campaign. There was a neat collection of pliers, nail-pullers, rasps and a pair of pliers such as are used by blacksmiths to pull the shoes from horses. These, the truthful show card explained, constituted "General Huerta's Manicure Set." An electrician's pincer was on display with the card "Three hundred drunk Mexicans were pinched with this." A large coil of baling wire was "Taken from a Mexican wireless telegraph line." There were many other similar curiosities exhibited, the window in fact being filled with them.

Displays of this sort do not sell merchandise directly, and it is doubtful if they sell it indirectly, however, a window of the kind described always draws a crowd and therefore is regarded as good advertising by some merchants. At the time the skirmish at Vera Cruz took place, Chicago hatters were just putting in their first displays of straws. An enterprising merchant placed in his window an ordinary palm fiber hat with a card reading—"This hat was taken from a Mexican soldier killed at the battle of Vera Cruz." Admiring competitors promptly proceeded to imitate and within a day or two nearly every hat store of a certain class had one of the hats on display with a card of the same kind. All of them calmly disregarded the fact that it would have been impossible to have received the hats for weeks after they had been put on display. Such little details as this are of no consequence to the window trimmer who is looking for freaks.

Spizzerinktum

SPIZZERINKTUM is a word that the ad-man for A. T. Lewis & Son of Denver has hit upon in the Websterian 1912 dictionary and he has applied it promptly to the store's advertising. Spizzerinktum, according to this edition of Webster, is a noun meaning "vim, vigor, intense energy, an overpowering will to succeed," so the Lewis store had a "Spizzerinktum Week" during which every member of the store force, from the president down to the smallest errand boy, tried to prove himself the champion spizzerinktum. The sale proved a big success.



Plate No. 9030. An Opening Display by C. W. Ahlroth for Union Clothing Co., Columbus, O.

This attractive showing of gowns was made in a big corner window the decorative setting being placed against the diagonal background in the middle. Pink felt was used as a floor covering and pink roses with an abundance of foliage were used over the stone work and mirror frames. A lot of green ferns were arranged as if growing in the grey stone flower boxes. Good judgment was shown in placing the figures.

A New Enterprise

TWO well-known Philadelphia window decorators formed what is known as the United Hat Stores, which promises to be a prosperous chain of stores in the main cities in many states. Mr. William Bulmer who over twenty years served in the capacity as Head Window Dresser in the department store of Lit Brothers, of Philadelphia, and who had followed the decorating business over a quarter of a century in Philadelphia. Mr. Bulmer began his career in Wanamaker's Store afterwards holding other positions in Philadelphia until twenty years ago he connected with the firm of Lit Brothers. This rapid growing house has added one front after another until it covers a full city block. This firm appointed Mr. Wm. Bulmer as Display Manager, his duties were to look after the superintending of all departments, also buying all kinds of fixtures as well as the regular decorating duties. He gathered about him a competent force of men and built up one of the best decorating displays in the city.

He has left to embark in the men's hat business with Mr. Gelder who is also well-known in decorating circles particularly in the ready-to-wear line of which he is a past master. Before coming to this city he held various positions and then connected himself with the firm of Oppenheim & Collins, and later with Lit Brothers, and for the last ten years he has taken complete charge of the ready-to-wear displays, both window and interior.

There can be nothing but success the outcome of a company formed by these two hustlers. They are planning the opening of new stores as soon as practical. While not now in the business Mr. Bulmer expresses himself as being deeply interested in the craft which he followed so many years, and wishes also to be considered one of their number.

Fall Style Shows

REPORTS RECEVIED from local window trimmers' associations in various parts of the countsy indicate that the good work that was started last fall will be continued on an even broader scale next autumn. Fashion shows are to be held in many cities and in all of them the window trimmers will play an important part in making the plans and carrying them out. In several cities elaborate arrangements have already been made and it only remains to complete a few of the minor details.

There is nothing like getting started early in arranging for an event of this sort and local associations that have not already done so should call a meeting at an early date to discuss the arrangements for the forthcoming event. Where no local has been formed and there is a chance for one, the trimmers should get together without delay.

WAX FIGURES

REMARKABLE STRIDES HAVE BEEN MADE IN THE PRODUCTION OF HIGH CLASS FIGURES AND THEIR USE IN THE WINDOWS OF THE BEST STORES HAS INCREASED GREATLY

ALL LINES of display equipment have improved wonderfully during the past few years but in no branch has the advance been greater than in the wax figures that are now offered the window dresser. It has not been a great many years since the average wax figure was a good deal of a joke, and even the best of those produced a dozen or so years ago present but a sorry companion with the standrad figures of today.

The old time wax lady was indeed a wondrous creation. Her inane and smirking countenance was a gross libel upon nature, and her complexion was beyond description. In fact, the old-fashioned wax figure was a caricature rather than a representation of a woman. So bad were these old figures that many of the better stores refused to allow them in their windows upon any terms. Marshall Field & Company and other high class stores preferred brass knobs or paper cones to the wax heads that were then procurable.

The old order has changed, however, and Marshall Field & Company, or any other concern, no matter how fastidious it may be, can find wax figures that are well worthy of being used to display the finest gowns. Only a few years ago some of these rather particular merchants would have laughed at the idea of their using wax figures, but tolay these same merchants use large numbers of the figures, and would not think of trying to get along without them. This change of heart is due altogether to the wonderful improvement that has been made in wax figures.

The better class of wax figure today is a real work of art in modeling and finish. The old strained and artificial smirk has given way to a really human expression and the flesh tints are as lifelike as art and skill can make them. The posing of the modern figure is a vast improvement over the old.

Consequent to the "humanizing" of wax figures, their use has increased to a remarkable degree among stores of the better class. Many stores that did not use them at all are now employing them whenever practicable to display gowns and other garments. Without doubt Marshall Field & Company have been a considerable influence in the increased use of wax figures. For many years this firm refused to use the figures. This fact was noted by many smaller concerns that look to the great Chicago store for ideas, and they, too, declined to use them. When Field's some time ago adopted the use of wax figures in their windows, their followers promptly did the same.

There can be no question but that a really beautiful wax figure adds much to the attractiveness of a handsome gown, just as a pretty girl wearing it would. There was always something ludicrous about a handsome figure having a small brass knob in place of a head, and even the most liberal minded would have to admit that there was something lacking in a handsome window setting in which were posed a number of beautifully gowned women all of whose heads were represented by small cones of tissue paper. Yet even these makshifts were better than many of the old-fashioned wax heads

Now that a number of our leading manufacturers are turning out figures that are so nearly perfect, there is no excuse for the best stores not using them. For opening displays they are practically indispensible and for many other occasions they add indescribably to the effect of the showing. Take, for example, the "June Bride" display that has become such a well established institution in recent years—such a display would be impossible without the use of figures.

Naturally the fine modern wax figures require careful handling to keep them in good condition. When not in use they should be kept so covered that it is impossible for dust or dirt to reach them. Of course they may be cleaned when that is necessary, but it is much better to prevent the need of cleaning. Another thing—wax figures should not be exposed to the full glare of the sun during the hot summer months. It is true that all reliable makers of figures guarantee them against heat, but it is not fair to the manufacturer to allow a figure to stand for hours in the full glare of the summer sun. The heat that is developed behind the glass sometimes becomes of such an intense degree that there are records where celluloid articles have been ignited. The wax figure might withstand such a test, but there is no reason why it should be subjected to it. One thing is very certain, and that is a sun that would damage a good wax figure would play havoc with much of the merchandise on display. Every window should be provided with an awning that will serve as a protection against the sun when the latter becomes too obstreperous.

THE MERCHANTS' ASSOCIATION of Springfield, O., are conducting a "Beautiful Lawn" contest the purpose of which is to induce residents of that city to make their lawns and gardens more attractive. About twenty prizes are offered for the best kept lawn, the most beautiful rose bush, the best vacant lot garden, the most beautiful shrub, the handsomest tree, etc. The city has been divided into four sections, each of which has a complete set of prizes.

Good Clothing Ads

AMONG THE BEST advertisements of clothing that are appearing in the newspapers, or elsewhere for that matter, are those of Saks & Company of New York. These little ads, for they occupy but little space, are written with unusual cleverness and they get to the point in a few words. Recently there has been running a series of Saks ads addressed to men of various vocations. Each is written for a certain class of readers and the phraseology and argument is such as will appeal naturally to this particular class. The following are examples:

To the Stockbroker

Unlike the ticker, Saks clothes are not subject to market fluctuations, in price nor in quality.

They are not $25 one day and $35 the next, neither in fact, nor in our newspaper advertising.

And their quality does not fluctuate either—it only varies from season to season, improving with experience.

They are not a speculative proposition nor an "inside tip," but are more accurately described as a sure thing.

They are the leader in a bull market, setting new high levels of excellence to which other clothes may honorably aspire and in time attain.

And so long as you wear them they will never fail to yield a liberal dividend of Style.

To the Lawyer

In the business of law, trifles light as air make or mar the testimony of either side.

In the business of clothes, trifles light as air make or mar the testimony of style.

Subject Saks clothes to a cross-examination and you will fail to educe one iota of guilt.

They are free from the contamination of the commonplace and irreproachable in style.

They are cut with an accuracy of line unknown to the rank and guilty average.

They are faultless in tailoring, and flawless in finish, and are not afraid of the most searching cross-examination, for, unlike most clients and most clothes, they have nothing to conceal.

To the Doctor

You, sir, who are accustomed to look upon all propositions with a diagnostic eye, will find Saks clothes singularly free from ailments.

They are as near perfection as human hands can make them, robust with serviceability, style and temperature normal.

They have inherited forty years of immunity from complaint and have never shown any symptoms of poor workmanship or indifferent finish.

They are perennially youthful, beautifully tailored and will survive the hardships of wear without losing their shape or individuality.

And, above all things, Doctor, Saks clothes are one proposition that you will get your money out of, which is a rare thing in clothes and, may we respectfully add, not the invariable rule in your distinguished profession.

To the Accountant

To you, Sir, who arrive at facts through the medium of figures, we respectfully submit the following:

Most New York ready-made clothes are bought from alien makers, thus involving the wearer in two profits, the maker's and the retailer's.

Saks New York clothes are made in New York, on Broadway, eliminating the middleman and his spoils.

This enables us to employ the highest-priced labor and still undersell other clothes in price, while always giving superior merchandise.

Also means that we are in a better strategic position to gauge and cater to Metropolitan standards than are those who look to some rural horizon for their styles and then try to tinker them into excellence upon delivery in New York.

But you can figure it out as well as we can.

To the Newspaperman

The newspaperman is supposed to be not only familiar with the happenings of each calendar day but to understand and explain their economic significance.

He is or should be the interpreter of What Was, the critic of What Is, the prophet of What May Be, and the Champion of What Ought To Be.

And when the new York newspaperman neglects to buy Saks clothes, it is because his clothes are a sacrifice to the demands of his profession.

But there are a lot of newspapermen who never let anything interfere with their getting the best—apropos of which we saw New York's most capable reporter in here buying clothes only the other day.

First and foremost in his profession, he is just as delectable in his choice of attire as he is in his choice of adjectives—as discriminating in clothes as he is in prose.

Think it over.

To the Salesman

There are two ways of selling goods.

One is to wine and dine the prospect and then add the cost indirectly to the bill of goods—this is not salesmanship, but alcoholic persuasion.

The other way, the right way, is to sell your goods solely on their merits, using only the witchcraft of fair words and square dealing.

In selling Saks clothes we have always gone on the theory that there isn't any use putting into print what cannot be substantiated in the cold gray dawn of investigation.

A salesman can sting a customer only once, but the customer can sting the salesman forever—and he laughs best who laughs longest.

Saks clothes are good clotehs—made of fine fabrics, tailored by the best talent that money can buy, and guaranteed to be dependable in fabric, fit and finish, and preeminent for Style.

And that's a very modest solicitation.

A GERMAN EDITOR who is an authority on the subject and who has studied the displays and commercial practices of the leading stores of the world, says that American displays are far and away the best in the world. He states that an opportunity to study the shop windows of our leading cities ought alone to be sufficient inducement for the German merchant to cross the Atlantic.

THE HAMILTON HARDWARE CO., of Hamilton, Ill., are offering a complete Indian suit to any small boy or girl who will tell them of someone who is going to make an early purchase of a stove or furnace.

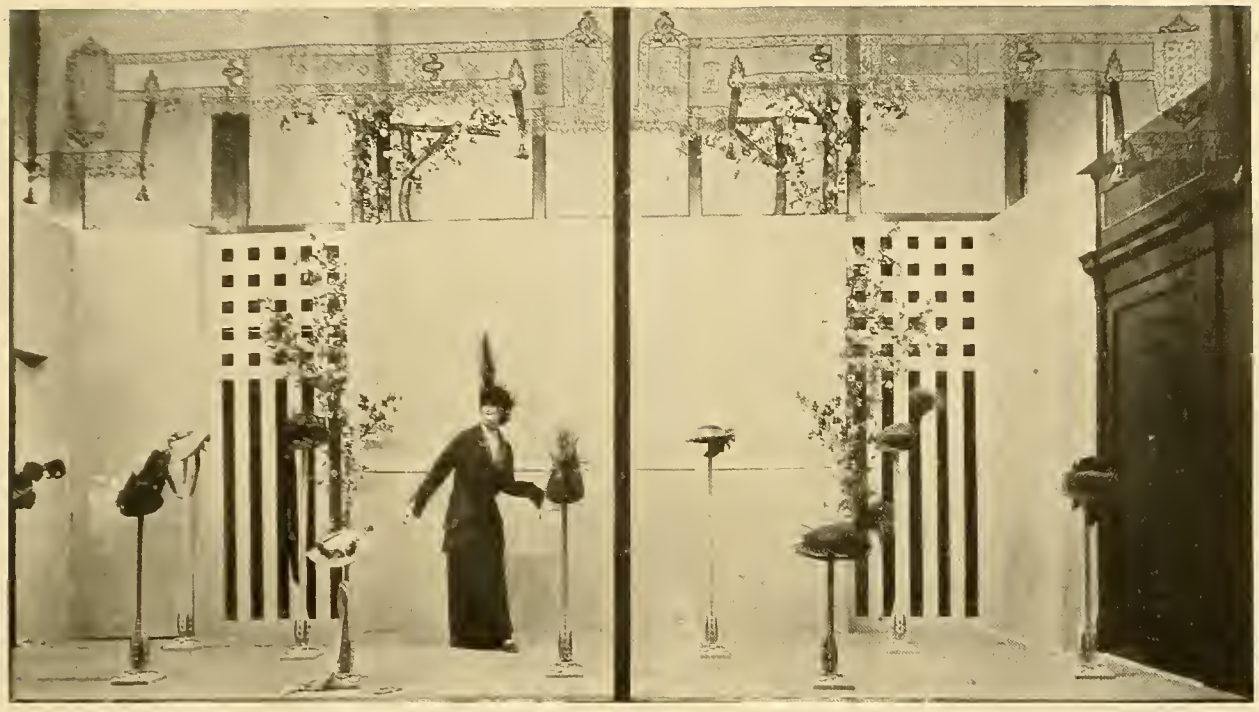


Plate No. 9031. A Well Handled Display by Edward P. Burns for Robert Simpson Co., Toronto.

This unusually attractive display shows so clearly in the picture that little description is necessary. The lines are correct and the colors were exceptionally pleasing. The background was a pale French grey and the millinery stands were of the same color touched up slightly with gold. The floor was in old rose which combined beautifully with the grey. Small climbing roses were used on the background.



Plate No. 9032. A Special Display by A. W. Lindblom for New England Furn. & Carpet Co., Minneapolis.

This large window was arranged to represent a billiard room in all its details. A carpet was laid on the floor around the table and the high chairs generally seen in billiard rooms were in evidence. There was even a cuspidor on the floor. The only decoration used was a fricze of wall paper showing a hunting scene. The lower part of the wall was paneled in wood that harmonized with that of the table. This store sells billiard tables.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . Established 1893
"The Show Window" . . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . . Established 1905

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Official Organ of
The International Association of Window Trimmers

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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

July, 1914

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July Sale Windows

FOR THE NEXT FEW WEEKS there will be but little chance for art in the show windows of the average store. It will be a matter of putting the goods in today and taking them out again tomorrow. Stocks must be cleared and cleared quickly, and the show windows will be an important factor in governing the speed with which the merchandise is kept moving. Here are two suggestions for the July sale windows—

Don't waste window space.

Don't crowd your merchandise too much.

The growing tendency among high class stores to "show a little merchandise and show it right," has enticed many a decorator into the fault of showing too little merchandise. Window space is valuable at all times—too valuable to waste a square foot of it. It is particularly valuable when goods must be sold in a hurry, as is the case in July. So put in all the merchandise the window will stand—*but no more.* Don't crowd the goods so closely together that nothing can be distinctly seen, and on the other hand don't spread out a garment so it will take up four times as much space as is necessary.

Another thing—quality is just as important in July as it is at any other time. Price is a big inducement but price is always dependent upon quality. Show goods so the quality sticks out rather than depend upon an immense price ticket to make the sale. People generally are pretty fair judges of values and if you will show the merchandise as it should be shown, there will be no necessity of using the mammoth signs that are too commonly used in July windows. And don't forget to put a few flowers in the window, or some other decoration that will help to give tone to the merchandise.

Instruction For Salespeople

EFFICIENCY is the result of training. Most big stores have found that it pays to provide a course of special training for junior employes. The practical and definite instruction given them is a short cut to that efficiency, which would otherwise be acquired only after many costly and embarrassing mistakes. Even in smaller stores where there are only a few clerks there should be occasional meetings for the purpose of discussing and settling the many problems that are constantly coming up in every store.

All of the larger metropolitan stores have regular instructors who conduct classes in the same way they would be conducted in a specialized business college. Junior members of the sales force are instructed in all the branches that it is required they should understand and there are regular examinations to test the efficiency of the students. The advantages of such a school are many. For example, the store school makes it possible to secure a higher class of help than could be obtained otherwise. A salesperson must have

training of one sort or another—either through special training or experience. There are many educated people who would make exceptionally good salespeople with a reasonable amount of training, but most of these are unwilling to start at the bottom of the store ladder and work themselves up through the slow and discouraging process of learning by experience. They are unwilling to spend years at a trifling salary qualifying themselves to earn a larger one. The store school takes care of such candidates for positions on the sales force very satisfactorily. Their education and intelligence make them apt pupils, and in a surprisingly short time they develop an efficiency that could not have been obtained otherwise except after years of experience.

The educational departments for employes of the Wanamaker stores and several other big retail houses are remarkably comprehensive and complete and the good that is accomplished through them is almost beyond computation. Naturally the smaller store cannot afford an elaborate school for employes, but the thing can be handled in a smaller way according to circumstances. In some instances a regular school is not maintained but at intervals professional instructors are employed to lecture and demonstrate before the employes. The general custom is to have a course of lectures which employes are required to attend and take notes. Salespeople and others are encouraged to ask all the questions they may care to and at the end of the course an examination is held to determine how much of the instruction has "soaked in."

Merchants are continually bewailing the fact that good salespeople are practically impossible to find, and there is a good deal of reason for these complaints. Unquestionably the remedy lies in education. But where is that education to be had unless the merchant himself furnishes it. At the present time, so far as we know, there are no public schools in which the prospective department store worker can secure adequate training.

Get Busy

THIS MERCHANDISING is a great game for those who know how to play it right. It is a clean game and a straight game and the rewards that may be won are without limit. But one must play the game right. He must play it with intelligence and untiring energy. In the business of retailing there is no place for the drone or the fellow who is content to stand still—there is no place for the man who is complacent in the belief that he knows it all. No one "knows it all" about merchandising. Those who have gone to the top are the ones who have learned something new every day and are still anxious to learn. They have got where they are by constantly studying the many angles of the business and ever striving to do things better today than things were done yesterday.

There are today many thousands of young fellows working in stores who will be filling the same positions ten or even twenty years from now simply because they lack the energy or ambition to play the game right. Every opportunity lies before them—possibly these opportunities are greater than those of some of the merchants whose names are now known around the world. The trouble with the average young fellow working in a store is that he doesn't know an opportunity when he sees it. Most of them are well content to follow instructions and do what they are told to do—no more.

If you think your job is not as good as you deserve, make it a better one by learning more and working harder. A man's "job" does not lie in simply doing what he is paid to do; it lies in doing the very best there is in him, and doing better tomorrow than he did today. Nor need one worry that good work will not be appreciated. If one employer does not appreciate it, another will. Energy and the determination to win have always counted for more than born genius, and the salesman who has made up his mind to get ahead and will back up this determination with hard work, need have no uneasiness as to his ultimate success.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.
EDWARD P. BURNS, Toronto, Can.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

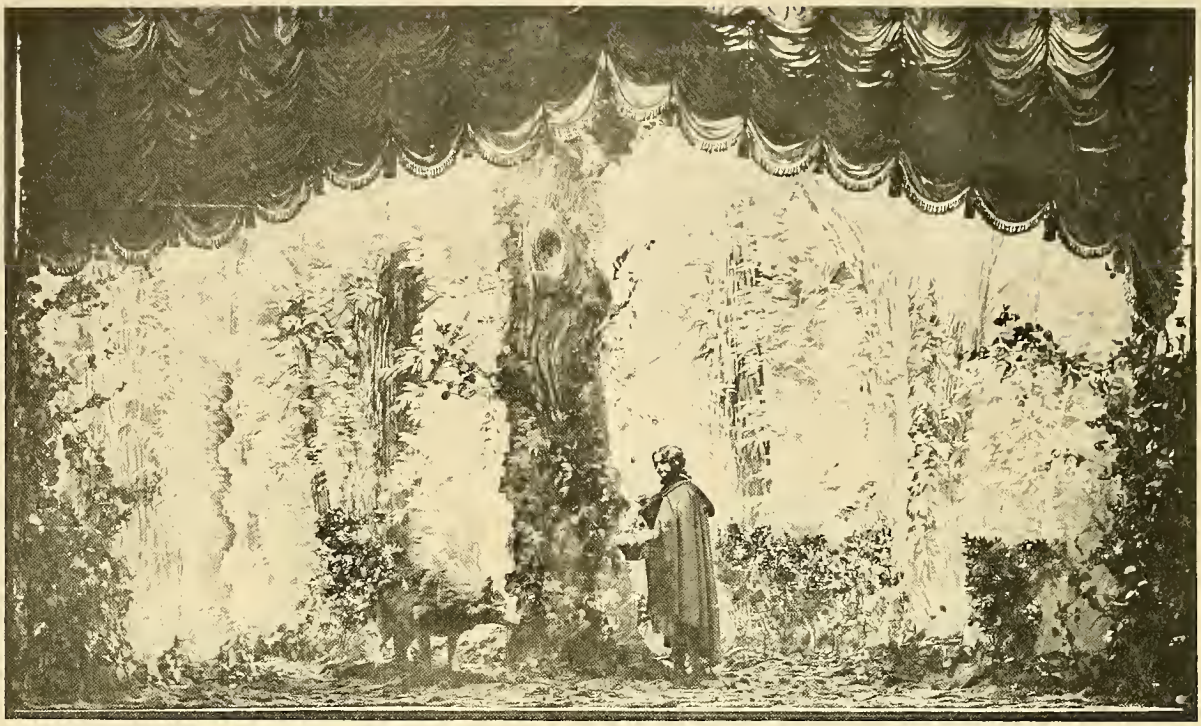


Plate No. 9033. Special Window Tableau by McCreery & Co., Pittsburgh.

Some time since there was given at one of the theaters in Pittsburgh an amateur play for charity. This display was put in to advertise this event and represented one of the scenes at the show. The tableau was a realistic one showing "Little Red Riding Hood" meeting the wolf in the woods. The background was a painted scene which did not come out very well in the photograph. Preserved natural leaves were worked in with the background to make it more realistic. The floor was covered with leaves, twigs, moss, etc. In the middle were Little Red Riding Hood and the crafty wolf, the latter being a stuffed animal. This was a particularly well colored setting and it attracted a great amount of attention from thousands of children as well as their elders. It harmonized perfectly with the merchandise shown in adjoining windows.

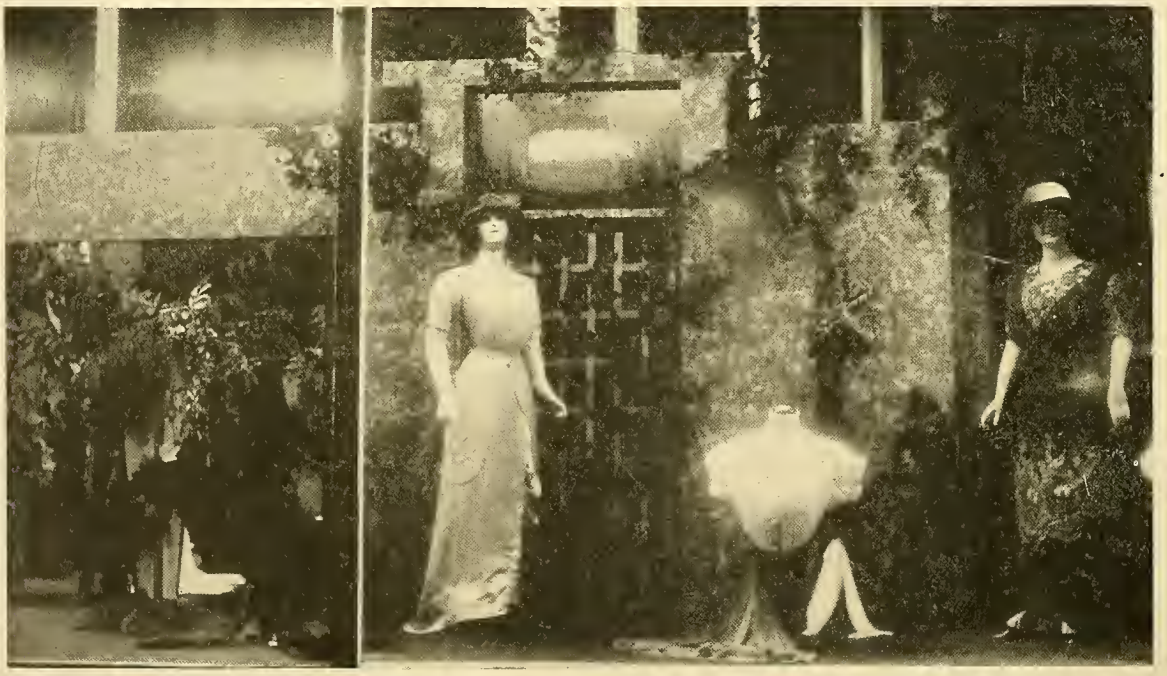


Plate No. 9034. A Good Display by Carl Semsch for Dorflinger's, La Crosse, Wis.

The decorative setting of this display was a massive framework covered with marbled paper. In the middle was a lattice intertwined with preserved foliage. Set in the top of the framework was a painted scene that gave a pleasing touch of color to the display. At the left was a floral unit that was handled in an unconventional way. It is to be regretted that the photograph was no better, as the display was a handsome one.

THE NEW FRONT

THE BEST FRONT POSSIBLE IS NONE TOO GOOD FOR THE PROGRESSIVE MERCHANT—THE GENERAL APPEARANCE OF THE OUTSIDE OF THE STORE IS AN IMPORTANT FACTOR

NEVER BEFORE did merchants appreciate the value of their store fronts as they do today. Only a few years ago any sort of a front that seemed fairly passable was good enough. In those days even some of the best stores in the country had old fashioned fronts with the windows built high above the sidewalk. Large, unsightly posts and heavy, wooden frames took up a considerable proportion of the little display space, and one or two abrupt steps up were thought not to be of serious importance. The architect who designed the building also planned the windows and entrance and his judgment was unquestioned. This architect knew nothing whatever as to the theory or practice of window display and his only thought was to build a good substantial front that would last for a lifetime and keep out the weather. With all due respect to the average architect's profession it may be said that there are extremely few of them today even who have more than an extremely vague idea as to the laying out of a store front. This is work for the specialist who has made a special study of designing store fronts and who is fully conversant with the requirements of merchandising and window display.

But the work of the old fashioned store architect lives after him. He built for permanency and he achieved this aim. The stores he designed twenty or so years ago are still standing and their fronts are the same as when they were first put up. One can see them wherever he goes. There are hundreds of



THE OLD STORE FRONT.

merchants who are laboring under handicaps that were placed upon them years ago when some misguided architect or other designed their store fronts. These unweildy old fronts have lasted only too well. The merchant looks at his back number front and realizes that it is all wrong, but the building is so constructed that it will cost a lot of money to remodel. He thinks that he will manage to get along with it for a year or so longer rather than go to the



THIS PICTURE SHOWS THE REMODELED FRONT OF THE BISCHOF STORE.

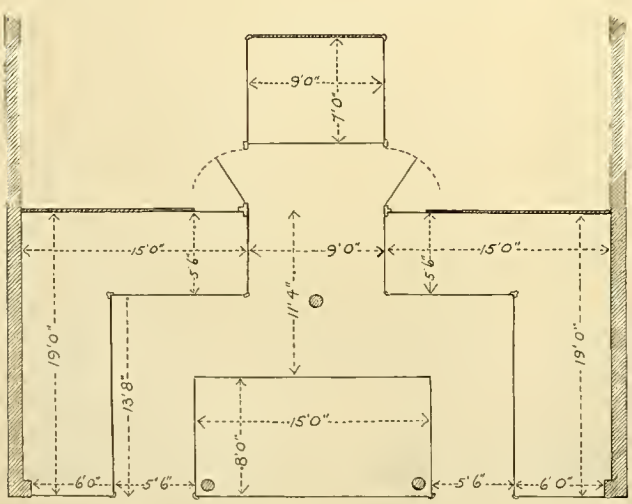


THE MIDDLE VESTIBULE CASE TRIMMED BY E. F. SWANK.

expense and inconvenience of making the change. And so it goes from year to year and the old front remains.

On the other hand, there is a different type of merchant who realizes that he can't afford anything but the best type of front that can be installed. It costs money to change an old front into a modern one. But so does advertising cost money. Good salesmen, good fixtures, cash systems and proper lighting all cost money, yet no sane merchant would try to get along without them. If a front is obsolete and the windows are such as to make effective display impossible, the sooner that front is removed and a modern one put in, the sooner the latter will begin to pay for itself. And it is surprising how soon a good front will pay for itself. It may be said with safety that money invested in a modern front will yield interest on the investment at the rate of from 10 to 20 per cent per year, and that is a fairly good rate of interest.

The pictures shown in connection with this article illustrate the value of a modern front over an old fashioned one. These show the store of Louis Bischof in Crawfordsville, Ind. This is a first class store in



A GENERAL PLAN OF THE FRONT.



THIS SHOWS ONE OF THE SIDE WINDOWS.



THIS CASE EXTENDS BACK INTO STORE.

all respects, but until recently it had the old type of front that is shown in one of the pictures. There were two rather small windows with an entrance between them. There were big posts and the window frames were of heavy wood. There was also a step leading up into the store. It is a sort of front that may be seen in every city, and is the kind that too many merchants think is good enough to get along with. The proprietor of this store had different ideas, as will be shown in the other pictures. The old front was torn out and a strictly modern one installed. The new front is not only vastly superior in appearance but it has more than twice the amount of display space that was available in the old one. The little sketch shows how the windows and entrance are laid out.

This front is approximately 40 feet in width, yet it has been remodeled so there is about 116 running feet of plate glass in the windows and island vestibule case. This does not include the case that extends into the store and which is open on the front and sides. The details of the plan of the front are so plain in the drawing that there is no necessity for a lengthy description. It will be noted from the photographs that the step has also been eliminated by means of a gentle incline made possible by the long passage through the vestibule. The slope is so gradual that it is not noticed when entering or leaving the store. The posts also have been well taken care of. Two of them are enclosed in the corners of the "island" case and the other one is in the middle of the passageway back of this case. None of them is at all objectionable in the new arrangement.

E. F. Swank, the window dresser for this store, now has an opportunity to make displays that were altogether impossible in the old windows. The pictures show how well he manages them. These windows would be a credit to any store. It will also be noted that the old fashioned plain glass transoms have been replaced with luxfer prisms which improve the appearance of the front and light the interior of the store. In this window plan, the case that extends back into the store is an excellent idea, as the displays may be inspected either from the front or the inside of the store. It is sufficiently large to permit of the use of figures if that is desired. Naturally an up-to-date front of this type represents an investment of considerable size, but who, on comparing the pictures of the old and new, will say that such an investment is not well justified?



AN INTERIOR VIEW OF THE STORE.

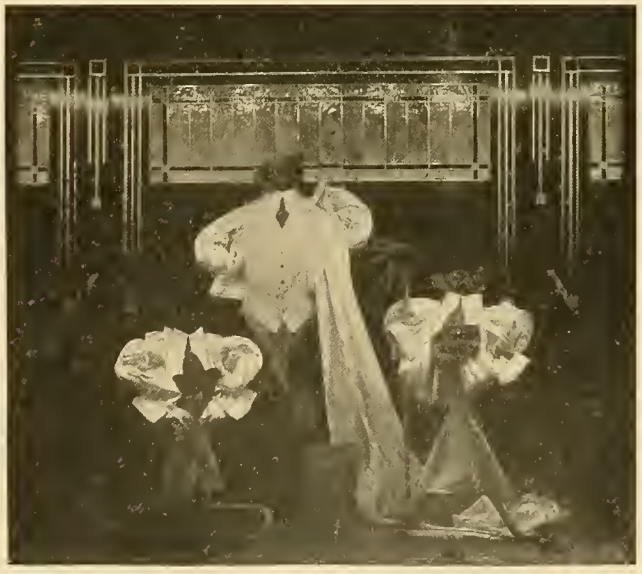


Plate No. 9035. A Shirt Display by A. W. Merry for Powers-Behen Co., Denver.

This is a rather poor picture of a very attractive display of silk shirts. The scarfs were carefully selected to form a good combination with the shirts they were shown with. A length of shirting material fell in graceful folds from the form to the floor, hiding the base of the stand that is placed in the front. Linden green plush formed the groundwork of this display.



THE "BETTER STORE"—NEARLY 60 FEET OF EXTRA DISPLAY SPACE.

Outside Display Cases

IF THERE IS A STORE that has too much window space, that fact has not come to our notice. On the contrary, there are extremely few stores that have as many or as large windows as the merchant would like. In most cases it is physically impossible to secure more actual window space, but there are few stores that could not add materially to their outside display space through the judicious use of outside display cases. The outside case is in reality a show window—at least it is quite as useful as one when it comes to showing most classes of merchandise. Wise merchants are realizing this fact more and more every day, and more outside cases are being used now than were ever used before. Probably there is no other investment that the merchant can make which will pay for itself so quickly as the well designed outside show case.

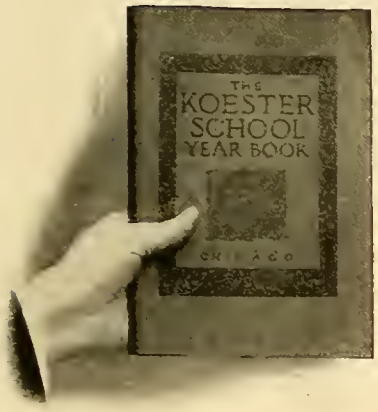
Nevertheless, there are many merchants who balk at the expense of installing outside cases, just as they balk at buying other modern equipment for doing business. Because they have always got along without them, they think they can continue to do so. And so they can—but in doing so they are losing instead of saving money. Every show window has an actual selling value that is based upon the kind of merchandise carried and the number of people who pass the window each day. For example, a window on State street, Chicago, is worth from $100 to $500 per week, according to its location and other circumstances. That they are worth these prices is proved by the fact that manufacturers are glad to pay them to get their goods on display. And if a show window is worth that much, a big outside show case should be worth just as much in proportion to its size. Even estimating that an outside case will sell only $5 worth of merchandise in a day, one will readily see that it would not take very long for the profits to pay for it. In connection with this article are shown a number of typical outside cases and these cases must add to the effective outside display of the stores that use them.

The picture of the cases of the "Better Store" shows an arrangement that could be used by most stores that are situated on the corner of a side street. This store is at the corner of 11th and Main streets in Wheeling, W. Va., and a great many people pass these cases daily. One of them is 26 feet long and the other is 34 feet. It will, therefore, be seen that a large amount of merchandise can be shown in them.



THE JONES DRY GOODS CO.—CASES THAT QUICKLY PAY FOR THEMSELVES.

KOESTER SCHOOL YEAR BOOK FREE



This Book tells all about the success of Koester graduates and explains fully the advantages of the Koester School.

explains very thoroughly every phase of the courses taught by the Koester School.

This book of 100 pages is the most comprehensive book of its kind published and should be in the library of every Window Trimmer, Card Writer aad Advertising Man.

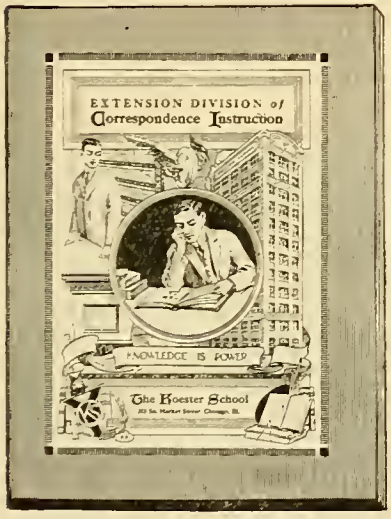
It illustrates the class rooms, classes and equipment of the largest and finest school of its kind in the world.

It shows you the work of hundreds of the best Window Trimmers in this and other countries who have graduated from the Koester School.

Over 5,000 students have attended the Koester School and as far as we know most of them are making good. We can furnish you a list of boys in your neighborhood who have attended the school and you can find out just how helpful we have been to them.

We can be of great help to you in making your work so much more efficient that it will mean an early increase in salary.

EXTENSION INSTRUCTION BOOKLET SENT FREE



This Book gives you full information on how it is possible to study at home and become proficient in Card Writing, Advertising, Salesmanship and Store Accounting.

to those who find it impossible to leave their present work to take up instruction at the school.

Our Extension Courses cover the following subjects: Advertising, Card Writing, Salesmanship and Store Accounting.

Window Trimming is not taught by mail.

Mr. Lewis, instructer for Correspondence Courses in Advertising and Salesmanship has had many years' experience in teaching these subjects most successfully.

Mr. Schreffler, who teaches Store Accounting is the best informed man on this subject that we know of. He has had both experience in the Store and also in teaching at State Universities.

This book will inform you thoroughly regarding our Faculty, Equipment and Courses.

Our classes are forming rapidly in order to get well under way for the Fall and Winter Season.

NOW IS THE TIME

for you to consider either the Residence or Extension Mail Courses, thus getting you ready to do really good work for Fall Openings, Fall Sales, Winter Selling and the big Christmas Season.

Write us a nice long letter telling us your plans and we will gladly advise you how we can help you most.

The Koester School 215 S. Market St. CHICAGO, ILL.



A MODERN CASE WITH AN "ISLAND" CASE.

It is true they are not so deep as a show window, nor are they as high. Nevertheless they are sufficiently roomy to show any merchandise that is carried by the ordinary clothing store. At the time the picture was taken the cases were trimmed with summer wear, including underwear, straw hats, men's suits, boys' suits, shirts, vests, etc. Each line was shown in a separate group and there is no evidence of crowding. These cases have a marble base and they are ventilated so they do not frost in winter.

The cases of the Jones Dry Goods Co. are also on a side street and are somewhat similar in design to those that have been described. They are quite shallow and glass shelves on movable brackets are used to display the merchandise. There are many lines of merchandise carried by the dry goods store that can be displayed to as good advantage in cases of this kind as they could in the largest show window. Who will say that cases such as this, trimmed regularly, would not pay for themselves in a short time?

The remaining picture shows an outdoor case of an entirely different type. This is built in the vestibule of a shoe store and is flush with the front of the building. Entrances of this type are growing in popularity as they increase the actual display space. They are made in various styles, but most of them are glass all around in order not to shut out the light from the store. The case shown here is built around a large column and it is trimmed to make the display face the glass all the way around. For display purposes it is to all intents and purposes a regular show window.

There are some cities in which ordinances have been passed preventing the use of cases that extend over the sidewalk. These cities, however, are comparatively few. In most towns, especially in the smaller ones, a merchant is allowed to encroach upon the sidewalk to a reasonable extent, and wherever this is the case it will pay the merchant to put in outside cases wherever desirable space may offer an opportunity. Like any other form of modern store equipment, they are a necessity rather than a luxury. Modern competition is sufficiently keen to make every merchant take advantage of any legitimate opportunities that may offer. The outside case is an opportunity that should not be missed.

Orval Simpson Married

ORVAL SIMPSON, Sales Manager for the Curtis-Leger Fixture Co. of Chicago, was married June 4 to Miss Vesta Electa Blodgett of Chicago. Mr. Simpson is one of the best known men in the display fixture business. He has for many years been connected with this trade and there is probably no other man who has a wider circle of friends among window dressers. Mr. and Mrs. Simpson are now on the Pacific Coast and after an extended tour of the West they will return to make their home in Chicago.

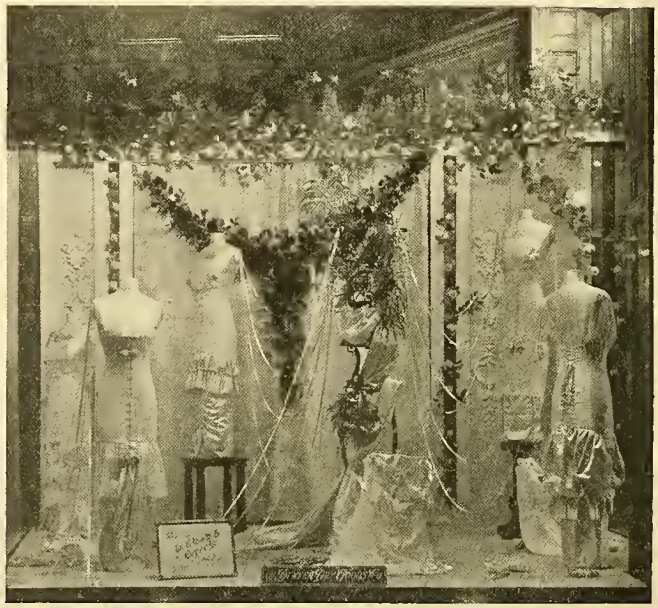


Plate No. 9036. Corset Display by W. C. Grams for Denver Dry Goods Co., Denver.

The middle panel of the background of this little window was covered with light silk plush, in front of which was hung a pendant of foliage. Rose vines were used along the top of the background and down the columns. In the middle was a vase on a decorative stand. This made a handsome setting for the corsets.



Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN



Ask Any of Our Students

We will be glad to supply you with the names of hundreds of our students to whom you can write concerning the thoroughness and practical character of the instruction we give. You will find every one of them is an enthusiastic booster for the Twin City School.

Our students make good because they are given the same practical training they would receive if working under an expert head decorator in a big city store. Twin City students find it easy to get good positions and hold them. There is a greater demand for our graduates than we can supply.

Expert Personal Instruction Counts

Every student of the Twin City School is given direct personal instruction throughout the entire course. He is taught the high class of work that is required by the best stores and no time is wasted on old fashioned methods or passing fads. When he has completed a course in this school, he is competent to handle any kind of work that can be expected of a first class window dresser.

Vacation Courses

The vacation courses of the Twin City School are conspicuously successful. They cover all branches of modern display and are so planned that in two, three or four weeks the student can acquire a remarkably large amount of practical instruction. Every minute is made to count.

Use your vacation time to prepare for a better paying position. There will be many good opportunities for expert window dressers next fall. A course in the Twin City School will qualify you for a better position or an increase of salary in your present one.

Remember that we have special courses covering every branch of window work and in each of them the instruction is strictly personal.

We Guarantee Satisfaction
Write for Catalog and General Information

SMEBY BROTHERS

TWIN CITY SCHOOL OF WINDOW DRESSING
MINNEAPOLIS MINNESOTA

International Association *of* Window Trimmers

OFFICERS

President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.
Second Vice-President, E. G. REDMOND, Kalamazoo, Mich.
Third Vice-President, T. W. WANAMAKER, Galesburg, Ill.
Treasurer, JOHN GRANNEL, Evansville, Ind.
Secretary and Manager Employment Bureau, P. W. HUNSICKER, Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, E. D. PIERCE, Rochester, N. Y.

G. W. HUBBARD, Battle Creek, Mich.
E. J. BERG, Milwaukee, Wis.

The President Says:

"There will be more to the 17th Annual Convention of Window Trimmers this year than merely an exposition of trims and demonstrations, or an assembly of men for a good time.

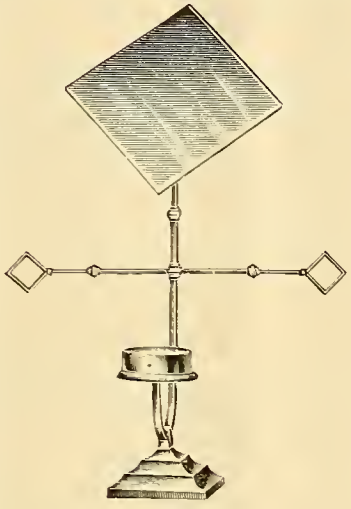
"There is now before the association the growing importance of placing display on a professional basis, and this significant movement should have the support of every display man in this country.

"We want every merchant and display man who wants to broaden out, who wants inspiration and who wants to widen his scope of vision to attend this great business meeting.

"The Program is about completed and if you are interested in what some of the best men in the country have to say about displaying merchandise, this Convention will have a significance for you.

"Will you be there?"

CLAUDE J. POTTER,
President,
International Association *of* Window Trimmers.



No. 232N

Palmenberg NEW YORK

New Stands

We have increased our line of metal display stands for merchandise in general. This one is a happy hit for haberdashery happenings. Others equally interesting.

Visit the Palmenberg booth at the Convention, International Association of Window Trimmers in Chicago in August. Something rich and rare will be on view there.

Do you get our catalogues? If not, why? Write for them.

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

The Biggest Convention

Preparations Have all Been Completed for the Greatest Meeting Ever Held by the Association—Better Program—Better Entertainment Features—Better Exhibits by Manufacturers and Dealers—Better Prizes Offered

PRACTICALLY every detail of the plans for the big convention of August 3-4-5-6 to be held in Chicago has been arranged. It will be the greatest meeting of window dressers that has ever been held. The program and entertainment committees have been working hard for months and the members are to be congratulated upon the array of talent that has been secured to appear before this great meeting. The conventions of 1912 and 1913 were great successes and the programs were beyond criticism, but the coming meeting will be far ahead of anything that has been attempted at a previous convention of window trimmers. It is expected that at least a thousand window dressers will attend and they will represent the leading men in this line from all over the continent. Many of the local associations will attend in a body and some of them are arranging for special cars. A large number of the best known decorators of America have signified their intention to be present at this big meeting.

Elsewhere we publish the names of the men who will take part in the program and these names will give some indication of the educational value of the demonstrations that are to be presented. In some of the conventions that have been held heretofore there has been an occasional disappointment because some demonstrator has failed to make his appearance. At this meeting, however, the men who are advertised will positively appear. The demonstrations will be up to the minute and many of them will illustrate methods that heretofore have never been made public. To the student of window dressing this program will be of the greatest possible value and to the more experienced decorator it will prove equally entertaining and instructive. Every man on the program is an expert in his line and has won a name for himself in the class of work he will illustrate and explain to the assembly.

In addition to the educational features there has been arranged an entertainment program that will in-



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

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Chevalier of the Legion of Honor

PARIS 1900, Silver Medal
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It is workmanship which distinguishes my wax figures and forms from American products and makes their value. Therefore **refuse copies or overmoulded wax from my models.**

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

sure every visitor a most enjoyable time as well as a profitable one. Chicago as a summer resort is famous throughout the country and this hospitable city will extend the glad hand of welcome to the visiting trimmers. There will be something doing every minute and the ladies have not been forgotten. They will be entertained by a special committee throughout the meeting. A number of manufacturers have made provision to entertain the guests in various ways and there will be a banquet at the Auditorium Hotel Wednesday evening. In fact, the four days will be completely taken up with either demonstrations or entertainments of one kind or another.

THE DEALERS' EXPOSITION

The dealers' exposition this year is an excellent indication of the importance with which this meeting is regarded by the trade. There will be fully twice as many exhibits as there were last year and these will take in practically everything the window dresser or card writer uses. This alone would be well worth taking a long trip to see, as there will be on exhibition all of the very latest in display devices and decorative materials of every description. The various products will be shown in such a way that the trimmer or merchant can compare them and select those things that are best adapted to his uses. Considering this important feature every merchant can well afford to send his trimmer to the meeting and pay his expenses.

This year the prizes offered are better than have ever been offered contestants before. No matter what line of window dressing or card writing one may excel in, he will have an opportunity to enter his pictures or cards in that particular field. Last year the prize contest was an unusually interesting one, but at the coming meeting it will be even more so.

Only a few weeks remain until the big meeting, and every trimmer and merchant should prepare to be present if he has not already done so. Many will travel thousands of miles to attend and it is safe to say that none will be disappointed. Certainly every live window dresser should make a strenuous effort to attend this record breaking meeting. At the last meeting there were present in the neighborhood of 600 representative decorators and it is estimated from reports in the hands of the officers that this number will be nearly doubled at the coming convention.

OFFICIAL HEADQUARTERS

The official headquarters as for the past two years will be the Auditorium Hotel and this choice will meet with the approval of everyone who attended the other meetings held at this hostelry. It is one of the most popular hotels in Chicago and its service is celebrated all over the world. The Auditorium is situated

on Michigan Boulevard overlooking Lake Michigan and the breezes from the lake are a guarantee against the uncomfortable heat that is sometimes experienced in August. It is within four or five short blocks of the big stores of State street. Special low prices have been arranged for during the meeting as follows:

Single room, without bath, one person, $1.50 per day, and up.

Double room, without bath, two persons, $3.00 per day, and up.

Single room, with bath, one person, $2.50 per day, and up.

Double room, with bath two persons, $4.00 per day, and up.

All visitors to the convention are assured light comfortable rooms and the best of service combined with the most reasonable charges. The management of the hotel may be depended upon to make every effort toward the success of the meeting.

THE PROGRAM

The following is the program as it has been arranged to date. The men whose names follow will positively appear and it is likely that there may be others equally well known. These, however, are not announced at this time, as it is not certain that they will be able to be present.

Walter Lytton—Manager of the Hub, Chicago. Mr. Lytton is one of the best known merchants in America. As manager of the largest clothing store in the world he is eminently qualified to address the meeting and what he will have to say will no doubt be well worth hearing, as he has always taken a lively interest in window dressing. Mr. Lytton will make the opening address and will speak on window dressing from the viewpoint of the big city merchant.

John H. True—Mr. True of New York is well known to most window trimmers. He is an excellent speaker and understands every angle of the window dresser's work. He will respond to Mr. Lytton.

W. H. Hinks—For a number of years Mr. Hinks has had charge of the windows of John W. Thomas & Co., one of the best stores in Minneapolis. He is an expert in every branch of high class window work and has made a special study of color. Upon this subject he will address the meeting, illustrating his talk with examples of color combinations. Color combination is a weak spot with many otherwise clever decorators and Mr. Hinks' address and demonstration will therefore be of particular value.

George E. Macfadden—Mr. Macfadden of Scranton, Pa., was one of the original founders of the National Association of Window Trimmers and was the first secretary of the organization. His experience in window work has covered a wide range. He will speak of the "Value of Organization" and will give some interesting early history of the present association.

E. J. Berg—Mr. Berg is head window dresser for



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____

T. A. Chapman Co., one of the high class stores of Milwaukee. He is an exceptionally clever decorator and has the knack of being able to tell what he knows. His address will be on "Practical Pedestals and Fixture," a subject that should interest everyone who attends the convention.

Carl Greer—Mr. Greer is the clever decorator for the Hudson May Co., at Calgary, Canada. He is an expert draper and has developed a number of new ideas in draping the full form. These he will demonstrate and explain in full.

D. D. Starr—Mr. Starr of Little Rock, Ark., has the reputation of being an artist with ribbons. He has made a special study of this branch of decorating and will show the meeting many new and highly attractive ways of tying bows and arranging ribbons in the show window.

John J. Hays—Mr. Hays is the window dresser for the three stores of D. Lelewer & Son, Chicago. He has had wide experience in every branch of men's wear display and has been head window dresser for a number of the most important clothing store in this country. He will demonstrate many of the little tricks that mark the difference between high class and commonplace displays. It is the little touches that count in window dressing and Mr. Hays is a man who well understands how to make them count the most.

Jo. Smith—Mr. Smith is the window dresser for Kellogg, Drake & Co. of Galesburg, Ill., and is well known as an expert in the display of piece goods. He will show a number of new ways of draping the full form and other fixtures. This number will be well worth coming to see.

Julius Schneider—Mr. Schneider knows all there is to know about department store advertising. He has been advertising manager of the Fair, Chicago, and other large department stores. He will talk about advertising and window trimming and the relation they bear to each other.

F. D. DeRhodes—Mr. DeRhodes of Chadron, Neb., is a clever window dresser and an expert with piece goods of all kinds. He will show some new drapes handled in accordance with the fashions for the coming fall season.

Thomas A. Knapp—Mr. Knapp is with the window trimming department of Lord & Taylor of New York. The windows of this store are in some respects the most remarkable in the world and Mr. Knapp will explain how their high efficiency is maintained.

John F. Loock—Mr. Loock is window dresser for the McFarlan Clothing Co. of Rochester, N. Y. He is an adept at displaying all kinds of men's wear and has prepared a demonstration that will prove highly instructive to most trimmers in this line.

E. D. Pierce—E. D. Pierce, window dresser for Sibley, Lindsay & Curr Co. of Rochester, N. Y., has won a national reputation as an expert in special display effects. He will explain the system he uses to obtain high efficiency in the handling of merchandise and fixtures in his windows.

D. Byrd Coleman—Mr. Coleman is window dresser for the Titche-Goettinger Co. of Dallas, Tex. He is an original and clever decorator and has to his credit many notable displays that have attracted national attention. He will give a demonstration on some of the branches of piece goods draping that are not generally understood by trimmers.

A. J. Edgell—Mr. Edgell is in charge of the window display department of the Society of Electrical Development with headquarters at New York. He is doing some special display work on a large scale that will interest every window dresser. His address will cover the important subject of "Window Dressing for the Manufacturer."

C. J. Nowak—Mr. Nowak of New York is too well known to need an introduction to our readers. He is probably one of the most expert drapers in the country and has originated many of the ideas that are now used in the best stores. His demonstration will show the most advanced methods in draping the full form and other fixtures.

E. O. Burdg—Mr. Burdg has for years been before the public as a clever and original designer of window backgrounds. He will show the convention an interesting work-room demonstration that will be of considerable value to most window trimmers.

L. O. Butcher—Mr. Butcher of Chicago is generally conceded to be the most expert air-brush show card artist in America. He will show the meeting many new ways of using this useful instrument to turn out better work in a shorter time. Every card writer will find this demonstration highly instructive.

E. C. Helwig—Mr. Helwig is secretary of the Minneapolis Civic and Commercial Association. He will talk about the advantages of co-operation between window dressers' local associations and the retailers' associations. This is a subject that is of the greatest importance, as has been shown in every city where co-operation has been attempted.

John White Johnston—Mr. Johnston has studied show card writing in this country and in the principal cities of Europe. He is a practical card writer and has some advanced ideas that will prove a revelation to the average card writer.

From the foregoing list it will be seen that the program is not only instructive, but it is so varied as to cover nearly every important phase of the window dresser's and card writer's work. It may be said without fear of contradiction that never has there been condensed into four days so much practical information as is to be had at the Chicago convention. No live trimmer can afford to miss this meeting—nor can any enterprising merchant afford to allow his trimmer to miss it.

American Felt Company

TRADE MARK

Beauty of texture, great variety of colors, extreme width and the fact that it cannot ravel make "American" Felt the unrivaled material for window trimming.

FELT IS THE THING FOR SHOW WINDOWS

To cover the floors.
To cover backgrounds, pedestals, steps, etc.
For borders and special designs.
As backgrounds for air brush, stencil and cut-out work.
To cut out for applique work.
For plastic relief.
For curtains, valances, etc.
For covering large surfaces without backing.

"American" Felt is also indispensable for interior store decoration, lining show cases, table covers, etc.

Every dry goods store and jobber should have "American" Felt in stock. If yours doesn't, apply to our nearest branch. Insist on "AMERICAN" Felt.

American Felt Company

TRADE MARK

BOSTON
103 Bedford St.

CHICAGO
325 So. Market St.

NEW YORK
114 East 13th Street

KOESTER KARD KOLORS



in the New Unbreakable Metal Bottle

This the most perfect show card paint, combined with the only real, practical container, makes it the most desirable for all show card work. Put up by the Card Writing Dept. of the Koester School.

The Metal Container insures you against breakage in shipment, thus you are guaranteed against any loss. This is a serious objection to glass bottles.

The New Screw Tops keep the contents from evaporating and solidifying—you also do not have to bother with broken corks, etc.

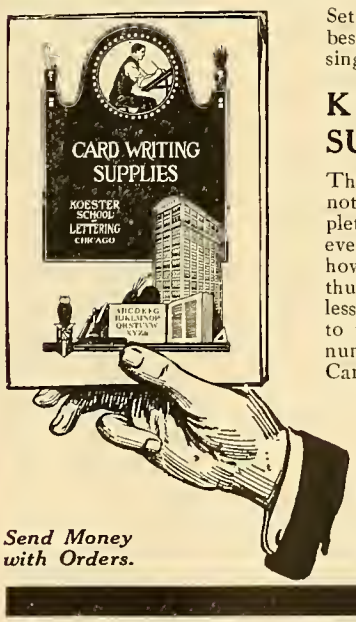
The Unbreakable Feature saves you the annoyance of breakage common with glass bottles when the color is accidentally knocked off your desk.

Dull Finish Colors— Koester Kard Kolors come in all colors and dry a perfect dull velvety flat tone.

PRICE—2 oz. metal container **15c** Each

KOESTER KORRECT STROKE BRUSHES

The Koester School of Card Writing has gotten up for us the most practical set or assortment of brushes that is needed by the average card writer.



Set consists of four sizes of the best grade of red sable flat ferrule single stroke brushes for **$3.00**

KOESTER KARD SUPPLY CATALOG

This is a large sized booklet that not only contains the most complete list of card writing materials ever assembled, but it also shows how the various articles are used, thus giving you short helpful lessons that will be of much value to you. There is also a large number of Alphabets, and Show Cards illustrated.

Will be sent Free on Request.

Send Money with Orders.

The Koester School
215 So. Market St., Chicago

Come to Chicago

Did you attend the Convention last year? If so, you will not miss this one. To those who have never attended I wish to say—you would not fail to go to Chicago if they were giving fifty dollar bills away. Well, that is what we are going to give you in value every day you attend the Convention. Just think!—you might pick up one or two, (but you will find more), ideas that would be worth twice that amount to your employer.

If you are one of those fellows who think you know it all—GO TO CHICAGO and you will soon find out how little you know, and that is a big part of one's education,—finding out how little one knows.

If you are a big man in a big city, go and find out how much the little fellow knows of which you never thought.

If you are a little fellow in a small town, go and find out how much the big fellow knows. And, prop your eyes and ears wide open. Do not miss anything.

Do you realize that there will be more than sixty exhibits of fixtures, flowers, and window trimming supplies in the exhibition hall alone, which is an education in itself?

Then, you will meet hundreds of enthusiastic boys who are making a SUCCESS and who will be glad to exchange ideas with you. A man who is a success usually bubbles over with enthusiasm.

Some of you might say—why not analyze enthusiasm? If we did we would find it made up of certain thoughts and feelings, and these are some of them:

The feeling that you will have an opportunity to show what is in you; an opportunity that every man covets; a certain amount of responsibility that quickens self-reliance and pride in one's work; the whole measure of freedom; the inherent desire to win; the thought that those higher up are interested in your work; the feeling that you are doing something worth while, something that will be successful; the thought that others are interested and are watching the outcome of your work; the feeling that time is short and valuable; a cardinal feeling between those working together; and the enthusiasm of others.

If you will do your part to foster these various elements, the total effect will be enthusiasm, a wholesale energetic, catching enthusiasm.

So, Come! and get a little enthusiasm; it will do you no harm, and lots of good.

If I can afford to take the time to write this little personal invitation, and give you what I know when I hit Chicago, you can certainly afford to reciprocate, and come, and tell us what you know. Let me see you in Chicago.

Yours, for a BOOSTER,

E. DUDLEY PIERCE,
Member, Board of Directors.

Meet Us in Chicago

On to Chicago should be the slogan, not only of every member of the I. A. W. T., but of every live window dresser in America. Let us attend the seventeenth annual convention 1,000 strong. If you have any prospective members in sight, line them up, or, better still, form a local and get a charter. The window trimmers are just coming into their own and it is up to all of us to boost as enthusiastically as possible.

At the coming convention in Chicago there will be a program that will prove of the utmost benefit to all who attend. Every man who visits this big meeting will go home and do better work that he ever did before. He will put in better displays, for he will learn new things as to the handling of all lines of merchandise. There will be artists who represent the highest class of work in the various lines.

This meeting will mean better windows, better salaries and better times for the trimmer. Chicago is a mighty fine place to spend your vacation and every live trimmer will find this meeting both pleasant and profitable. Paste this in your hat and make your arrangements now. On to Chicago for the seventeenth annual convention. And remember the date—August 3rd to 6th, inclusive.

E. J. BERG,
Milwaukee, Wis.
Member Board of Directors.

An Invitation

To the Display Managers, Window Trimmers and all men connected with the display of Merchandise: This will be our last note to you before the convention, which meets on the 3rd of August. Are you coming? Have you made plans to attend this convention, the best convention of them all? To those who attended our conventions prior to three years ago I wish to say this, you will perhaps be greatly surprised at the wonderful change that has come about. Display men have taken hold of the affairs of the association in such a way that it has put it upon a business basis, and we can now feel proud of our organization.

We have received recognition from manufacturers, merchants, trade journals, the Associated Advertising Men and the prominent display managers and window trimmers as never before. Our roll of members in good standing is larger than ever before. We have repeatedly invited you to send in your application and become a member of this organization, we have no soliticers out to make a personal visit to you, and to urge you to join, but all are voluntary members, and we this once more invite you to send in your application or bring it to Chicago with you.

It is too late now to get your application passed upon before the convention. All applications received between the time this journal reaches you will be held by the secretary and acted upon on the first day of the convention. So do not be backward as you will be taken care of in time for the entire convention. Our membership committee is so widely scattered that it takes 22 days for a letter to leave this office and make the rounds of the committee and return.

Everything is in readiness and a most interesting program has been prepared by the committee. Every booth has been sold and we have assurances of the largest attendance we have ever had.

The Prize list is the best we have ever put up. Every member is eligible to enter these contests. The rules appeared in the June issue, also the list of prizes. If you are a member in good standing you are eligible. You can become a member **NOW** and be eligible to enter the contest.

Special rates have been provided at our headquarters for all who attend. Rooms at $1.50 and up. Send in your reservations.

Come to CHICAGO this year and meet the men who are in your profession. You will be welcome; bring your wife or sweetheart with you; our ladies entertainment committee will take care of them, and see that they have a good time. The Ladies Reception Committee is made up of Mesdames G. W. Hubbard of Battle Creek, Mich., G. Wallace Hess of Chicago and E. G. Redmond of Kalamazoo, Mich. If you do know them, you will be pleased

NAT-MAT

Back Grounds and Show Cards

That harmonize with real color effects—make them from our Mat Board—over 140 kinds.

We manufacture numerous colors, tints, grained woods, both imitation and genuine, also metallic finished boards, in many sizes and thicknesses.

Free—If you write at once—our Big Sample Folder. Every window trimmer and card writer needs these samples.

Chicago Convention—See our Booth No. 14. Many new effects in our display.

National Card, Mat & Board Company

Manufacturers

Dept. W

216-218 West Superior Street : : : : CHICAGO, ILL.

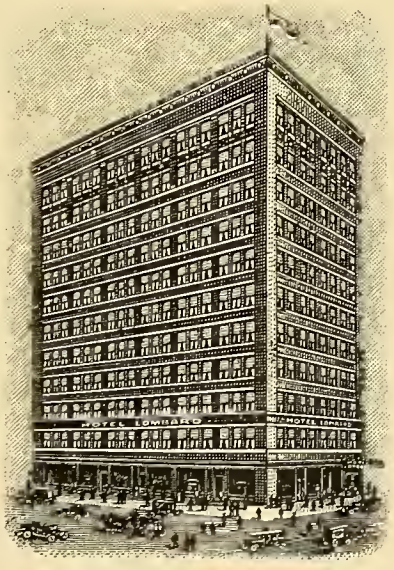
DISPLAY MEN — WINDOW TRIMMERS

and others attending the Seventeenth Annual Convention and Exposition of the International Association of Window Trimmers, Chicago, August 3rd to 6th. You are cordially invited to make your home while in the city at the New Hotel Lombard, the latest addition to Chicago's good hotels.

Hotel Lombard

opened May 25th, 1914. It is located on the southeast corner of Quincy Street and 5th Avenue, just a few feet from beautiful Jackson Boulevard. This magnificent new hotel contains 200 rooms, each with private tub bath and toilet. Rooms are beautifully furnished, airy and spacious.

Located right in the heart of the banking and business districts. Two blocks from the Union, Grand Central and La Salle Street Stations.



THE NEW HOTEL LOMBARD

Special Rates

to members of the I. A. W. T., and others attending this convention. Special low rates are made as follows:

One person in a room,
$1.50, $2,00 and $2.50 per day.

Two persons in a room,
$2.50, $3.00 and $4.00 per day.

Every room is equipped with tub, bath and toilet. All are outside rooms.

Hotel Lombard is ***absolutely fireproof.*** All the partitions are fireproof, the elevators are in fireproof shafts and there is no possibility of fire in any part of the hotel.

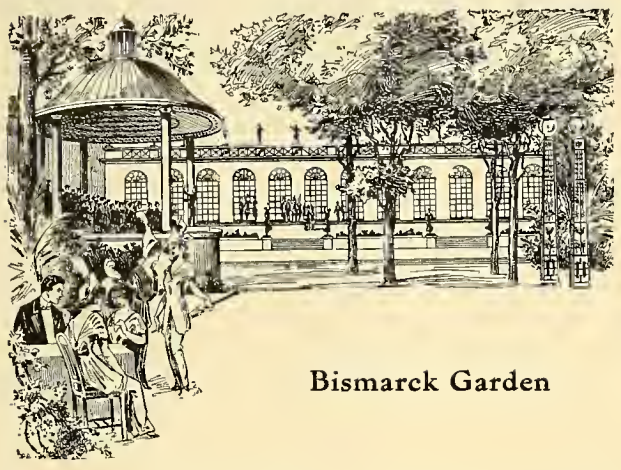
Our guests will be only a short distance from the Convention Hall. It is a pleasant walk east along beautiful Jackson Boulevard to Michigan Avenue and thence 1½ blocks south.

Better Write at Once and Make Your Reservations

to meet them and our association can be proud that we have such a fine committee to look after the vitising women.

ON TO CHICAGO committees are appointed in every local association, and our last word is ON TO CHICAGO.

Very sincerely yours, The Secretary.



Bismarck Garden

BISMARCK GARDEN, always the idyllic concert retreat of Chicago, is in gala attire for its present summer season. Many improvements have been made, including the erection of a large Palais de Danse and a new brick band pavilion. The seating capacity, too, has been greatly increased.

The music at Bismarck Garden this year is on a more artistic scale. Ferdinand Steindel, nephew of Bruno Steindel, first cellist of the Chicago Symphony orchestra, is leading a symphony orchestra of fifty musicians. Mr. Steindel has brought together an excellent array of musical talent, including Leon Marx, former concertmaster of the Chicago Grand Opera company, Charles Meinken who has been identified with that organization and the Chicago Symphony orchestra as well, and numerous other artists.

Interspersed between the selections of the Steindel Symphony orchestra there will be numbers by the Loro Gooch Grand Opera quartette.

The open air Palais de Danse will prove one of the Garden's most attractive features. This is an artistic structure of terra cotta brick with projecting mansard roof. The interior decorations are beautifully done in red and gold and the floor space of 5,000 square feet, is in white and red tile. Outside the hall proper there are sloping cement terraces where guests at tables can command with equal ease a view of the dancers, or the players of the big orchestra.

The Palais de Danse will be a delight to discriminating patrons of the Garden who want to enjoy the pleasures of the tango, the maxixe and the one step amid select surroundings.

Mr. and Mrs. Von Rabe, expert demonstrators of all the latest society steps, have been engaged by the management of Bismarck Garden to offer free instruction and suggestions to its guests. Mr. and Mrs. K. Von Rabe will preside every afternoon at special Tango Teas in the Palais de Danse and in the evening they will entertain the Garden's patrons with exhibitions of their skill on the stage of the orchestra pavilion.

The Von Rabes are masters of their profession. Persons who have watched their terpsichorean feats and who have been trained to follow their teachings proclaim them exceptional artists in all phases of the modern society dance.

The Palais De Danse will be conducted along the lines of discretion and on the high plane that have marked all forms of entertainment at Bismarck Garden and it should prove one of the choicest places in Chicago to enjoy the mid-summer dance.

Anticipate Your Display Needs

PRACTICALLY every season the same difficulty is experienced by retail merchants and window trimmers throughout the country, namely, that of not having their display equipment for their spring and fall openings. This difficulty can easily be avoided if orders for such display equipment are placed far enough in advance to give the manufacturers plenty of time to turn out the material in the best possible manner, and at the same time, to insure delivery just when the articles are most needed. This equally applies to display fixtures, forms and wax figures and other equipment which has to be manufactured according to the special requirements.

The practice has usually been for buyers coming to town, to attend to the buying of everything and leave the fixtures for the very last minute and expect to have them delivered in an unreasonably short time. Goods, fixtures, forms or wax figures take from ten days to three weeks to make and it is therefore of utmost importance that display managers, window trimmers and retail merchants anticipate their wants and make their plans at least a month to six weeks in advance. In that way they will be sure of having their display needs just when they want them and their grand openings will be a success.

After all, the opening display is the one for which new display equipment is really intended and for that reason it is strongly urged that this matter be given serious consideration. If buyers cannot come to town in time enough to attend to the fixture buying, it is advisable to do this buying through the mails and it can easily be left to the discretion of a reliable fixture house as to the newest things suitable for the coming season.

Schack's Publications

Will Keep You Posted!

Every season we issue a splendid book containing hundreds of new ideas covering window and store decoration and kindred subjects. Thousands of live window dressers look forward to these books and make use of the many practical ideas they contain. If you are not receiving Schack's Books regularly you are missing a big help. We will be glad to send them if you will ask for them.



Schack's Floral Parade Book

This is the largest and most complete book ever published on this subject. It contains more than 400 fine illustrations of decorated floats and autos and the materials to decorate them with.

If you have not yet received a copy of Schack's Floral Parade Book, send for it at once. You will find it full of money making ideas and practical suggestions.



Here is the book you need

Schack's New Fall Flower Book

Here is a book you will find of the greatest assistance in planning your Fall window displays. It is the largest and best catalogue we have ever issued and contains a large number of entirely new ideas that are now presented to the public for the first time. A number of brand new decorative features are illustrated and described and the practical suggestions for decorating will be welcomed alike by the beginner and the most experienced decorator. Send now for this valuable book—it will be ready for mailing July 15.



This is an example of the beautiful effects that can be obtained with Schack's Excello and flowers

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave. CHICAGO

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

Some Porticularly Fetching Little Afternoon Frocks for Young Women, $6.50 *Eoch:* Crisp, sheer voile, in the new clean, cool-looking striped effects—and made in the simplest manner possible—but so effective. All the frocks have new full blouses and the newest collars, of sheer white organdie, hemstitched. Cuffs to match them are also of organdie, and ribbon run for an additional bit of attractiveness. Some of the collars are embroidered, too. Skirts are in the new and extremely fashionable long-tunic style—with the stripes running up and down in the long tunics and all around in the under-skirt. Taffeta girdles finish the waists. The dresses are very smart—simplicity itself—and wonderfully good looking for $6.50! 14, 16 and 18 year sizes.

Mothers Wonder at the Priee Tags on These Little Girls' Dresses. And we explain that only by ordering many hundreds can we get such beautifully made and trimmed white frocks at prices from $1 to $3 each. They are for little girls of two to six years, and are mostly of lawn. Nearly all have the long "French" waist, with ribbon run through wide beading, and many have the new double flounce that emulates Mother's latest gown! All are quite new, and prices are $1 to $3.

White Hats for Young Girls. Our own milliners planned them and they are just as simple and youthful as one could wish for young girls. The hats are usually of snowy white chip or other straws, trimmed with posies in white and in colors, sometimes with the white follage that is so fashionable. Other hats have bright colored fruits, and still others have perky little wings. Rather small in size, of becoming shapes and suitable for youthful faces. $5 and $8.

Women's White Buckskin Colonial Pumps for $3.50 Any woman knows that for such a low price she cannot ordinarily get anything better than imitation buckskin, linen or canvas. But here is a good quality of white buckskin made up into Colonial tongue pumps—the most desired style in women's low shoes this Summer. One model has high heel and the other has low military heel. Priced so low because the manufacturer bought the leather to advantage.

New Hot Weother Blouses of Sheer Organdie: Could anything be fresher or daintier for a warm day! One model has openwork embroidery in the back as well as the front, and there is also embroidery on the collar and the cuffs, $5. Another is trimmed with wide Valenciennes edging and has a high rolled collar. It also comes in fine batiste—maize, flesh, apricot or Copenhagen blue. Either style at $7.50.

"Quite the prettiest dresses in town," we hear women say. In fact, they are so pretty we've enlarged the women's dress section a bit to display them better. They are chosen by an expert who tries to make each dress an expression of personality—perhaps that is why the women of Philadelphia fancy them so.

Women's $3.50 *to* $6.50 *New Wash Dresses* $2.65. This is one of the most extraordinary values in the Anniversary Sale in point of variety and economy. The lot originally consisted of twenty-seven hundred Dresses, and even after the most enthusiastic buying today, presents a great diversity of styles, materials and colors. They are the kind of Dresses no woman can have too many of—fresh, dainty Wash Dresses for morning and afternoon wear at home, or for outing purposes. The materials are tissues, ginghams, in stripes and checks, figured voiles, natural color linen, linene, crepes and lawns, in popular colors, and a few in white. The trimmings are laces, embroideries and ribbons, artistically applied. All sizes from 34 to 44 in the lot—$2.65.

When Cool, Dressy Waists Are Asked For we immediately think of these of Crepe de Chine, with their new collars and pretty applications of organdie and lace and net and kindred sheer trimmings; and some very smart models that are independent of trimming of any sort. They will launder beautifully and wear well—$3.50 to $8.75.

Summer Silks for Less. Pick up any one you like and you will find that there is such a saving on each yard that it amounts to a considerable sum on a dress pattern. Moreover, there is a splendid assortment and a few odd novelties for women looking for things out of the ordinary. Some of them have been selling in the Silk Salons at higher prices while others were bought under favorable conditions. Prices are as low as 75c a yard and go to $1.50.

Women's New Long Gloves at 40c. If there's a much more desirable glove for Summer wear than the one of lisle thread—we do not know it! It's so extremely practical—is cool on the hand, fits well, looks well and wears so satisfactorily—that it is quite important to get at a special price. Two styles—suede finished lisle thread in white, chamois finished lisle thread in white or natural. Plenty of sizes—and every pair quite fresh.

Lovely Lingerie Woists, $7.50 *to* $18.75. The airiest and fluffiest blouses imaginable, all with collars boned to stand up if desired, all with low necks and three-quarter sleeves. It is interesting to see how prettily the designers have put together the sheerest fabrics such as organdie and voile, with nets and laces and really lovely embroideries. Prices $7.50 to $18.75.

Another Remarkoble Purchase of Women's Fine White Dresses: Each Monday of this Anniversary Sale has been made eventful by some extraordinary lot or lots of underpriced Dresses. The three groups ready for today are no less remarkable in any way, excepting that quantities are not so large as we would wish—for a hundred or a hundred and fifty Dresses at such prices disappear in a few hours. These White Dresses are all spic-span new and fresh, of the daintiest and sheerest of this season's most popular materials.

Young Women's Smart Afternoon Frocks at $6. They are of pretty cotton materials, quite simple with their sheer white organdie collars and cuffs, but they have the new touches from vests to long tunics. Ordinarily they'd cost much more, for the fabrics are of fine quality and the workmanship very good, but as there are perhaps a hundred different patterns and fabrics the maker was glad to finish up the whole lot to sell for $6. In 14 to 18 year sizes.

Summer Millinery at Most Remarkable Price Reductions. Women are buying right and left, and frequently two or three Hats at a time. Many of the shapes, particularly the new sailor shapes, require but a bit of ribbon, a straight standing flower or a saucy wing or two to complete them. Others are trimmed and read-to-wear, at a price that scarcely covers the cost of the bare Hat.

Women's Suits ond Dresses at Much Below Regular Prices. This is a wonderful month of opportunities to save, particularly in Suits and Dresses, which women are hurrying about eager to buy and add to their summer wardrobes. Women who need smart Cloth Suits for mountains and shore, women who are contemplating the purchase of Lingerie Dresses and those who need sturdy, serviceable Frocks for all-day wear, will have some wonderful opportunities here today.

Children's Shoes for Vacation Plays. Scuffers, barefoot sandals, ankle-strap slippers, white shoes, in high and low styles, tennis shoes, and bathing sandals. All designed for the busy little feet that need room to grow in as well as to play in. Fitted by an experienced corps of assistants. Prices range from 50c a pair for baby's first shoes, to $5.50 for a large girl's white buckskin button boot.

Linen dusters for young women. She will enjoy her motor or train trip ever so much more if she knows that at its finish she will emerge fresh and immaculate. And she will—if her frock or suit is covered by one of the generous new linen dusters! Made big and roomy, some with the new cape effect, some with raglan sleeves. Made, too, of good sturdy linen, in the natural color, which doesn't show dust. $5, $5.50 and $6.75—14 to 18-year sizes.

White costume linen, 45 inches wide; 60c value, 38c. An ideal linen, in a coarse, loose weave, light enough in weight to assure coolness, and substantial enough to hold the graceful

We Supply the Largest and Best Stores of the World

"L. Baumann & Co. have for years supplied the leading State street stores with the decorative materials that have *helped* to make the windows of this street the most famous in the world."

The above is a paragraph taken from Merchants Record and Show Window, February, 1914

We invite the Window Trimmers to inspect our new designs. They are not all our own ideas but are the combined work of our artists and the designers of the largest and best stores of the world. We understand drawings and colors and can execute and design any color scheme you may have.

An inspection of our samples or catalogue will show you that the quality, style and prices are right. We want your business and ***OUR DECORATIONS*** will help your ***WINDOWS*** and ***STORE.***

We carry the largest and most complete line of ***FLOWERS, SPRAYS, VINES, PALMS, ETC.,*** in the world.

No order too small, none too large.

We issue a Fall, Xmas, Spring and a Floral Parade catalogue every year.

Drop us a line and we will be pleased to send you any catalogue.

Display Men and Window Trimmers attending the Chicago convention, August 3, 4, 5, 6, are invited to visit our exhibit at the Convention Hall, also our Factory and Display Room

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Avenue, CHICAGO

lines of tailoring. Under ordinary circumstances, 60c would be considered an exceptionally low price—for the Anniversary Sale, 38c a yard. Mail and telephone orders filled. Samples on request.

Handkerchief linen blouses special at $1.85. Daintily embroidered in an excellent imitation of hand work. They have a white or self-colored collar and three-quarter sleeves and come in maize, tango, light blue or pink. They are so much like some we have in stock at higher prices that we have taken them also and marked them at $1.85.

So many young women are asking us for wash skirts we are obliged to get fresh and new ones 'most every day! But this year's skirts are so practical and so attractive—what with pockets to hold one's handkerchiefs and change and other little belongings—and new tunics and big buttons—it is small wonder they are so well liked. Choose linen as you like, the Ramie or French weave, the popular cordeline, eponge or heavy crash and pay $1.75 to $5, as your purse dictates. White chiefly, a few blues, and 35 to 40-inch length.

Little girls whose sizes are among these dresses will be able to wear the prettiest kind of white or colored frocks at a cost far below their prices a few weeks ago—because by now sizes are broken and we must clear them away. Many different kinds are included, representing the most attractive styles we have been selling—some hand-embroidered and hand-made dresses are included, and some French ones of pique. Sizes range between two and six years—prices, 50c to $5.

Wash silks now under price. The silks that, above all others, are most satisfactory for warm-weather and vacation wear. They launder easily and perfectly, the waists, dresses and petticoats made of them can be packed in a small space, and they are both cool and smart. Six worth-while values:

The sale of men's furnishings. Our regular prices for Haberdashery are in many cases lower than the advertised "reduced prices" of some stores. And many men, quick to recognize the unusual opportunities presented by the reductions on our already low prices, are securing enough Haberdashery for the entire summer season. Will you be among them to-day?

Men's Serge Suits at a Saving. We secured these Suits from several makers who, in view of the lateness of the season, desired to convert their stocks-on-hand into cash. But we were not hasty in choosing. Our usual standards of style and tailoring had to be closely adhered to, and we took the Suits only after assuring ourselves that they were right in every way. We also made certain that the fabrics were absolutely fast-color—and so they come to you, with our own guarantee of reliability:

Men's pajamas special at $1.10. Lowest price at which such fine summer pajamas have ever sold, but we cleaned up the whole factory to make it. Light weight, surplice neck garments, made of the finest grades of mercerized cotton in white, pink, tan, blue, lavender and gray. Made the Wanamaker way, with room in them, and finished with silk frogs and pearl buttons.

In the men's stores. Summer suit stocks are fine in weave, fine in fashion, fine in tailoring. Not one live man but can find the very suit he has in his mind's eye in these great new assortments. Prices, $15 to $45. Newest in the stock are Norfolk outing coats, with four leather buttons, in light and dark brown fabrics and greenish mixtures; four patch pockets, entirely skeleton—a very smart garment, men say. Price, $15. White flannel and striped serge trousers, $5 to $6.50.

Men's summer suits specially priced at $16.50 *and* $20. Fancy worsteds and blue serges—all that remain from various purchases that have been coming in and going out for the past few weeks. These were originally marked much below their true worth and now their prices have again been lessened to make a rapid clearance.

Sale extraordinary of washable and summer cloth suits for boys. Even the wisest makers of boys' clothing cannot accurately forecast the demand for their goods, nor the time when the demand shall come. But they know when it is the right time to clear their shelves, profit or no profit. And several of them last week did us the honor of giving us first selection of their stocks of fine summer clothing for boys, at our price. Today will be a day to be marked in red letters by those who share in these extraordinary savings.

A man, his money and his summer suit. Few men can afford to give away a new suit if it doesn't please them. They wear it through the season, resignedly or furiously, according to their disposition. But they change their clothier. A large percentage of the men who wear Wanamaker suits came here because they were disappointed elsewhere. And they will stay here. It is the business of this Men's Clothing Store to give all the style and fit and service that can be put into a suit. If there is any way in which these suits can be made more nearly perfect than they are, the most skillful tailors in America don't know of it. Prices are $15 to $45.

Three sterling specials in men's summer shirts and ties. First is a shirt of an uncommonly fine grade of mercerized cotton. You would know it by its trade name as a superior fabric. It is plain negligee style with soft cuffs attached and sometimes with a soft collar. At 85c it is away below the usual price. Another fresh lot of the shirts that made such a hit at 60c—and no wonder they did, for every one is worth a great deal more. Mercerized cotton garments with soft cuffs, and madras and percale with starched cuffs. And now comes a beautiful self figured silk crepe tie at the remarkable price—for such quality—of 25c.

$4 *Parasols at* $2.98. Plainly covered with very fine taffeta, green, the good blues, black and white; the brass ribs extending a distance beyond the covers. Equipped with Prince of Wales hooks so that they may be hung over the wrist when furled. Handles of fine bamboo and natural smooth bark woods. Not very deeply cupped and the practical average size. You will find other Parasols just like these elsewhere at $4.

Dainty New Cotton Waists, $2 *and* $2.25. Semi-tailored Waists of fine white lawn, beautifully tucked and trimmed with carefully selected imported embroideries, frequently combined with Valenciennes lace. Also more elaborate models of fine white batiste and cotton voile, trimmed with a profusion of fine laces, organdie or batiste embroidery—some with a bright bit of color here and there. All low-neck styles, with full-length or three-quarter length sleeves.

A Domingo Veil Is not a Disguise. On the contrary, it has a potency in revealing the charm of a woman's face and the idea of the veil is an entirely new one. Directly over the center of the face on a fine hexagon mesh is a large diamond outlined with black chenille dots and having for a center an open square mesh with white chenille dots. The price is $1.25 for 1¼-yard lengths.

Women With a Taste For Handbags that are handsome in themselves and rather different from the usual kinds, will be interested in a little collction of fine handbags whose prices have just come down to $2, $3, $5, $8 and $10. They are plain and fancy silks and English morocco or seal leathers, and it is hardly necessary to say that the prices have been much more. Nearly all imported.

Parisienne Corsets For Large Women. We have plenty of topless and boneless Parisiennes, but that isn't saying that we don't take just as great pains to supply the heavier models for large women. One particularly good style has long skirts, low bust and broad steel, and costs $9.50. Another planned for very full figures is open over the hips and costs $10.

Women Are Asking for Wash Silk Waists and we are showing them many, many kinds, but chiefly of Royal manufacture. Some with high collar and long sleeves, some with low collar and three-quarter-length sleeves, and some plaited models, with collar and cuffs plaited to match. Of wash silks, in black, blue, lavender and brown stripe effects, and in all sizes, from 34 to 44. Prices $2.00 to $3.75.

Now Plenty of White Organdie Waists. Twenty models just received, all trimmed with shadow laces in white or cream, or with fine organdie embroidery, Venise and Valenciennes laces. And all have the most attractive styles in collars, some high and wired, others in the daintiest of flat styles. Prices $2.25 to $9.75.

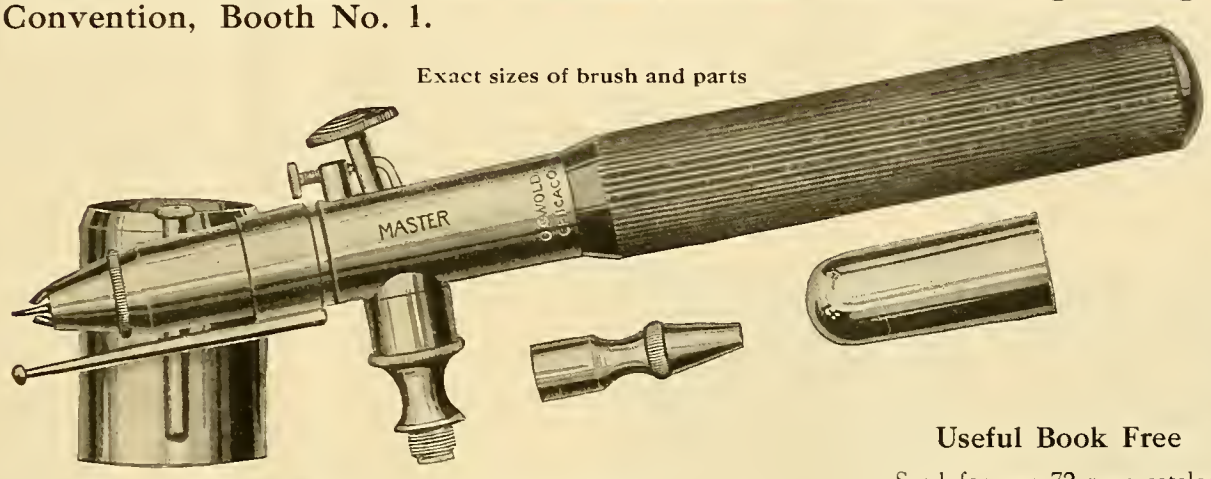
The Summer outfit for the wee baby. Everything from his tiny bootees to his nursery or porch furniture and the gifts that relatives and friends give him is here in the daintily appointed Layette Room of the Infants' Store.

For even as low as 50c is a little fine dress with an embroidered yoke, and the same small sum also buys a white or flannel petticoat or a pair of socks, and for 75c is a charming little hand-knit sacque.

The Wold "Master" Air Brush

and all Wold models will be demonstrated free to all attending Chicago Convention, Booth No. 1.

Exact sizes of brush and parts



The Wold Air Brushes

The Wold Air Brush for the Show Card Writer is especially famous on account of its simplicity of action, the absolute control with which all work is done and its great convenience.

Useful Book Free

Send for our 72-page catalog "M" which fully explains our twenty-four different models, each designed for a certain class of work.

The Wold Air Brush Art Shop, 716 West Madison Street CHICAGO, U.S.A.

KADY
SUSPENDERS



are sturdy, comfortable and practical. Kady quality goes into every pair made. Only the highest grade of flexible webbing is used. Every seam and fastening is carefully reinforced to stand long continued wear.

The Double Crown Roller

a patented feature, automatically shifts the webbing with the wearer's every movement, preventing binding on the shoulders or the slighest hampering of free action.

Kady suspenders attract new customers wherever they are shown. They are worthy of the careful consideration of every dealer who keeps in touch with the wants of discriminating men.

Retail at 50c and 75c

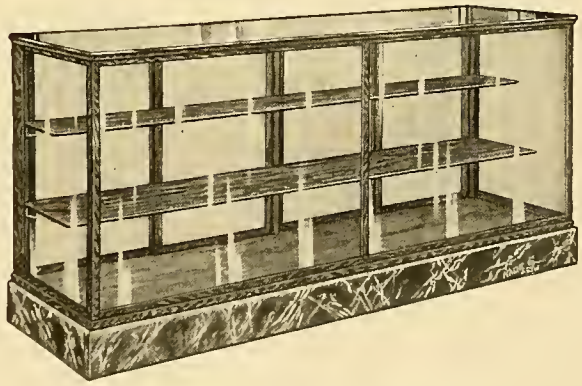
Prices to dealers $4.00 and $4.25 dozen.

Valuable selling helps are furnished free to the trade.

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Mansfield, O.

Makers of all kinds of suspenders, belts and garters

Show Cases and Store Fixtures
As You Want Them



Floor Cases of Any Description

"Kade Fixtures" are Quality Fixtures

Design Correct, Material and Workmanship the Best Have Been Known as Such for Over 25 Years

Write for Catalog "D"

C. F. Kade Fixture and Showcase Co.

The Quality Line

Plymouth, Wisconsin

You Should See Our "PLYMOUTH PARAGON" Display Cases, Great Value, Low Price

For Our Advertisers

The Three Way Drawing Form

The Three Way form originated by C. J. Nowak of the Economist Training School, is manufactured by the Hugh Lyons Co., Lansing, Mich. The form is made of papier mache and stands 60-inches high, the top width being 12 inches and tapering to a base of a width of 5½ inches. The three surfaces are finished, the form being covered with white jersey. The form is built on graceful, tapering lines, which lends itself admirably in carrying out this idea in the draping of same. The beauty of a fixture of this character is two fold. It is easily draped which should be characteristic of a form of this nature,



THE NEW STAND DRAPED BY MR. NOWAK.

and the design is such that it cannot help but meet the approval of all display managers, as it will add tone to any windows, both of the high grade displays as well as the stores that feature stocky trims.

The display managers have been in need of something new in the way of a convenient papier mache form, and it is believed that that want will be found answered in the three way draping form.

This new form will be found to lend itself specially well to novelty draping, as well as the conventional style. One matter of importance in the daily routine of the display manager is the fact that he is apt to rely too much on the plain wooden or metal "Tee" stands, variety should be the keynote of your window displays, sameness of display can never bring the results that are effected by variety and changes of merchandise arrangement, while the draping of full forms portraying style tendencies is the best form of merchandise display. A touch of novelty such as drapes over the Three Way form, cannot but strengthen and accentuate form drape and the average display.

The illustration with this article shows the extreme adaptability of the form, very few, if any other form can be draped to advantage in more than one position. The Three Way form drapes equally well front, side, and back, and each has especially desirable features. The drape shown was made by using 10 yards of taffetta silk. 36 inch wide, one end of the silk is carried to the base. The top is arranged in neat pleats that are gathered in the center. The material is then brought out from the base on the floor and a sweep brought up to the left side, a loop is then made and the silk carried across the rear of the form and a sweep is brought down on right side. Taffetta silk ribbon is used for trimming.

New Designs in Parian Ware

"Parian" is the name chosen for the well known line of illuminating glassware sold by the H. W. Johns-Manville Co. It was selected because of the close resemblance of the material to beautiful Para marble. The glass, even when unlighted, is highly attractive.

Parian ware absorbs a minimum amount of light. The excellent diffusion results in a peculiar soft radiance that is very pleasing.

Because of its characteristics Parian Ware is being adopted extensively by stores, offices, churches, theatres, public buildings, auditoriums, for residences, and especially in those edifices where harmony and beauty are considerations.

Period designs have been artistically produced and there are now ready, Louis XV, Grecian, Empire, Dresden, Elizabethan, Venetian, etc. These are offered as bowls, hemispheres, spheres, wall lights, pendants, showers, and reflector shades.

The colors offered afford a wide choice and include many delicate pastel shades, such as Old Rose, Old Ivory, Ecru, Verde, Rose Verde, Gold Verde, Old Gold, Gold, Etruscan Brown, etc. Other tints of this Parian Ware can be ordered to match special furnishings.

Attractive Window Cards

A very attractive line of window cards is being furnished the trade by the Chicago Mat Board Co. These are embossed cards in assorted rich colors, showing attractive frame effects and leaving a large smooth center space for lettering. They have a large line of assorted sizes and colors, attractive for decorations on all occasions. Their ideas in colors and effects give the window trimmers a finishing touch and tone for their work.

They are also turning out cards with embossed monograms for individual houses and are finishing special cards cut in fancy shapes and designs with straight and beveled edges. These cards are filling a long felt need of the window trimmer. They are giving all inquiries and orders prompt and careful attention.

New Window Cards

Many card writers and window trimmers are getting wonderful effects in fancy show cards and window backgrounds with the imitation grained wood effects in mat and cardboard This is particularly apparent just at this time from the National Card, Mat & Board Company's new colors and finishes in these wood-effect boards. Some of the card writers double-mount these popular veneers on some of this concern's other attractive mat-board tints, thus showing a neat border. The above company is now offering the trade an excellent opportunity to avail themselves of a very extensive sample folder, showing many new boards, without charge to the window and card trade. The company is located at 216-218 W. Superior Street, Chicago, and the growth of their plant and business is quite remarkable. They occupy some 25,000 square feet of space, equipped with the most modern of machinery. The organization is a live one, and from rumors is attracting widespread interest among the window trimmers, show card writers and advertising display trade.

Display Men and Window Trimmers Take Notice

Do not fail to visit our exhibit at the Chicago Convention. Our booth will occupy a very prominent space at the entrance to the Convention Hall, and the display will be well worth your careful inspection. Our Mr. John A. Servas will be personally in attendance and will be very pleased to meet you.

John A. Servas Scenic Studio, **41-43 Halstead St., Rochester, N. Y.**

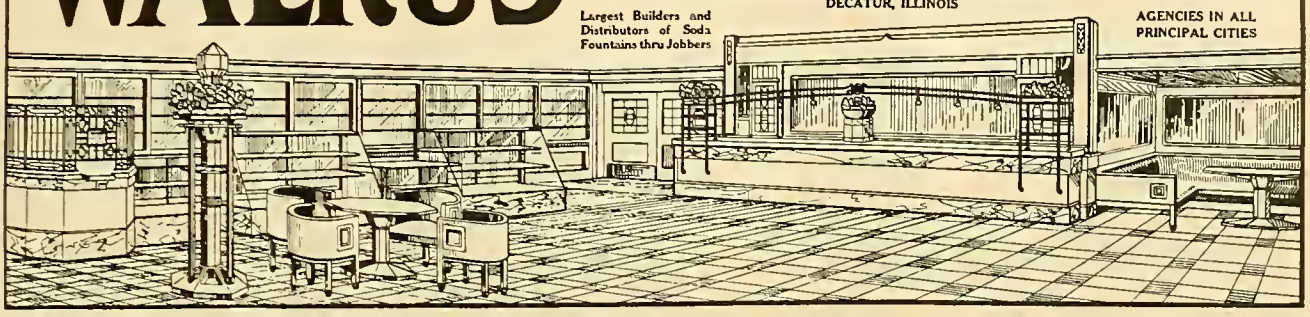
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Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. **Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. **Practical Compendium of Commercial Pen Lettering and Designs**, new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

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At the 17th Annual Convention International Association of Window Trimmers at Chicago, Auditorium Hotel, August 3-6,

Booths 53, 54, 55 "Perfect Stroke"

I want to meet you personally and show you my BRUSHES AND SUPPLIES, which are in the hands of America's foremost Card Writers. "PERFECT STROKE" Brushes are developing the skill of thousands; why not *you*, too? This is your opportunity—write today for catalog of "PERFECT STROKE" Brushes and Supplies, and don't fail to shake hands with me at the convention.

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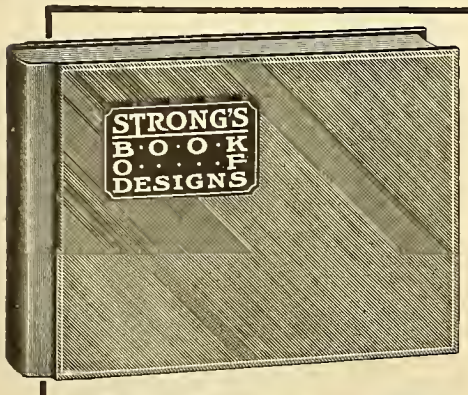
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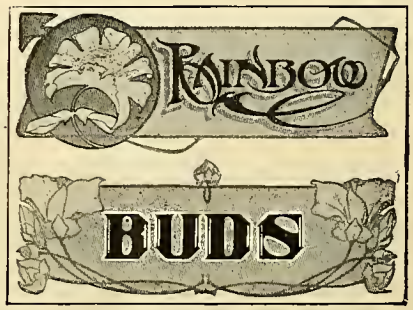
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200 IN COLORS

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50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.

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Is absolutely indispensable in any line of business for making the most attractive display signs and price tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering, and finishing your old fixtures, making them look new, and for numerous other purposes.

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GUARANTEED TO MAKE GOOD

Our latest circular will interest you. Write now.

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Grape Vines and Grape Leaf Sprays—All Shades and All Sizes.

Electric Light Shades—All Colors. No catalog. Send for samples. If it's decorations, we make it.

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A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**

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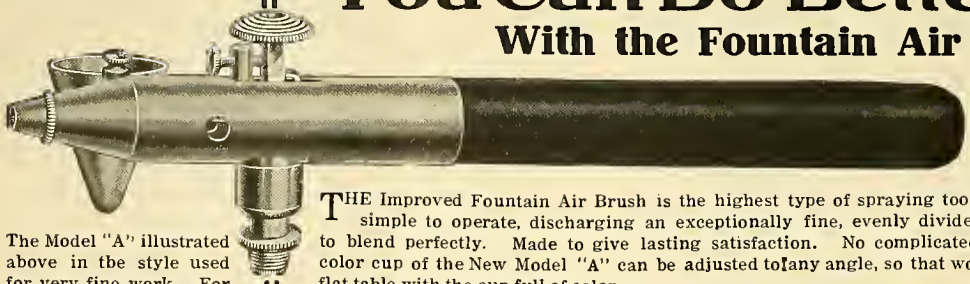
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With the Fountain Air Brush



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THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

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For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.

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A new, practical and ideal paper for original and effective and artistic window trimming

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

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Beech Branches in green, red, tan or fall colors

Get Ready for Your Fall Display

Here are a few of our astonishing low prices for high grade goods.

Natural Prepared Fireproof Beech or Oak Branches, colors as red, green or tan, 3 to 4 ft., per 100, $5.00.

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4 inches diameter, per yard, $0.06
6 inches diameter, per yard, .10
8 inches diameter, per yard, .15

Entirely New Natural Prepared Fireproof Poplar Branches in colors same as Beech Branches, 3 to 4 ft., 100, $4.00.

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Fall Vines, of Wax or Fireproof Muslin, $6.00 per gross up. Send for our latest 16 page fall catalogue, a money saver for you, samples cheerfully submitted.

J. HARTWIG CO. **The House of Originality.**
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WANTED—Combination man window trimmer, card writer and men's wear salesman. Must be expert. Mail samples of card work with application. Address White & White, Pensacola, Fla.

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POSITION WANTED—Hardware clerk and window trimmer with three years' experience desires position with some live hardware house. Have good reason for making change. Address Box 234, care Merchants Record and Show Window.

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FOR SALE—Knights Templar Conclave window scene—background scene 23x8½ ft., two large cut-out pieces, crusaders, Cyrus the Great mounted, rocks, etc., complete. Address Erie Dry Goods Co., Erie, Pa.

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SCENIC PAINTINGS
For Your Fall Windows.
Write for estimates and sketches today.
Air Brush blanks our specialty.

HOW DO YOU DO WITHOUT GENUINE CEYLON PRECIOUS STONES AND PEARLS ?
A SAMPLE PACKET 100 carats cut and polished stones or 20 carats Pearls for 75 cents, post free to any address in the world on receipt of price. Send International P. O. Money Order. Write today. List free. Established 1878.

Messrs. A. S. Fuller & Co., South Porcupine, Can., say:—"Blue sapphires received O. K. Many thanks."
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625 Greenwich Street NEW YORK

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that deal with all retail merchandising subjects, full of
Money Making Ideas
Send for descriptive price lists. Address Book Dept.
Merchants Record and Show Window

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This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

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1 Lincoln's Birthday Window.
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Washington's Birthday Windows.
8 St. Patrick's Day Windows
Spring Opening Windows.
Easter Windows
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5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds,

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

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Ever Published on Decorating Automobiles, Floats and Buildings

Outdoor Decorations

Automobiles — Buildings — Floats — Etc.

Remember that "Outdoor Decorations" is published exclusively for the benefit of subscribers to "Merchants Record and Show Window" and will not be sold at any price. Send in your order now and the book will be forwarded by return mail.

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"Outdoor Decorations"

will be sent FREE with every new subscription or the renewal of an old subscription to "Merchants Record and Show Window."

If you are already a subscriber to "Merchants Record and Show Window," send us $2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "**Outdoor Decorations**."

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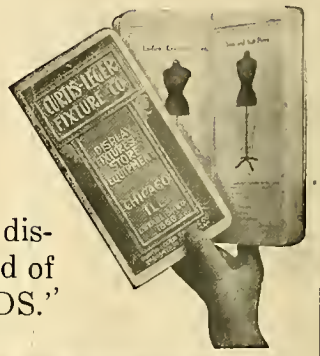
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61 Barclay Street **NEW YORK CITY**

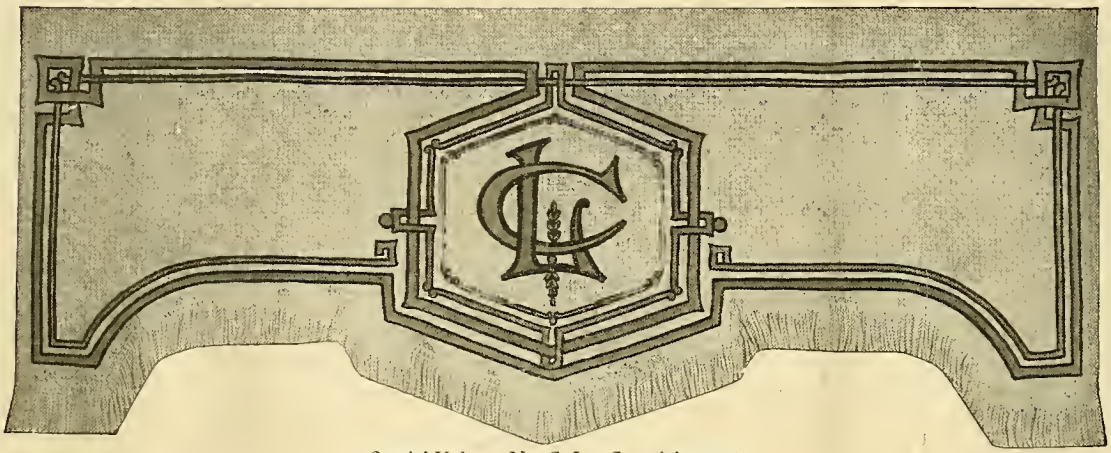
Importer and Manufacturer of Artificial Flowers, Perpetuated Decorative Plants, etc. (No Branch Office)

Curtis Says

Get This Catalog



In it are illustrated hundreds of live ideas for the proper display of all kinds of merchandise. 288 pages of the kind of forms and fixtures that "HELP YOU SELL YOUR GOODS."



Special Valance No. C. L.—Copyright 1914.

Show Window Valances



No. 1170

Your show windows are, by all odds, the best advertising medium at your command and you owe it to yourself and your business to make them as attractive and profitable as possible.

Valances of the right kind will help wonderfully and ours are RIGHT.

Send rough floor plan of your windows and we will mail our Folder of Valance Designs with samples of materials, etc.

"Everything in Store Equipment"

Our line embraces everything that is new and desirable for modern merchandise display.

No. **1170** is one of our newest winners. This shoe stand has tilting oval top, covered with green silk plush, which is held in place by removable ivory colored ring. Fabric may be changed as often as desirable.

No. **800** is the "last word" in high grade costume forms. Head is made from Imported French model and is perfect in beauty, character and workmanship.

Better ask for that catalog we are talking about.



No. 800

CURTIS-LEGER FIXTURE CO.

237 W. Jackson Blvd. **Chicago**

VOL. XXXV AUGUST, 1914 NO. 2



Including Special Convention Section—Pages 33 to 64







The Most Valuable Advertising Space Is Your Windows

SEE to it that it presents an appearance that attracts attention. Norwich Fixtures tone up the entire window and display your goods to the best advantage. They are the best made and of the most advanced designs.

Send for our catalog. It's free

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.

Just Like Letting Daylight into Your Show Windows

You cannot have daylight in your windows at night, but you *can* have an almost perfect substitute in the

Frink and J-M Linolite Systems of Lighting

The light produced by these systems is soft and luminous, bringing out every color, tone and detail of the goods displayed.

Uniform distribution is obtained by means of scientifically designed reflectors lined with mirrors. And as these reflectors are concealed the illumination falls on the goods instead of dazzling the eyes of the spectators. Adapted to standard base or J-M Linolite Lamps.

These systems not only give you *better illumination* but they *save you money*. In use in over 30,000 stores. Some of these stores are in your vicinity. We will furnish names on request so that you can investigate for yourself.

Write our nearest Branch for Booklet No. 410.

H. W. JOHNS-MANVILLE CO.

Sole Selling Agents for Frink Products

Albany	Cleveland		Louisville	Philadelphia
Baltimore	Dallas		Milwaukee	Pittsburgh
Boston	Detroit		Minneapolis	San Francisco
Buffalo	Indianapolis		New Orleans	Seattle
Chicago	Kansas City		New York	St. Louis
Cincinnati	Los Angeles		Omaha	Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD.

Toronto Montreal Winnipeg Vancouver





32 BALDWIN CARRIERS

in this large new store of J. F. Hink & Sons, Berkeley, Calif.

Baldwin Carriers are used in every state in the Union. The largest as well as the smallest stores are finding it profitable to use Baldwin's Carriers. They are the most economical of any method of handling cash and packages—let us give you figures on this BEST SERVICE.



Ask those who use the Baldwin System

OPERATES LIKE A FLASH ON STEEPEST GRADES

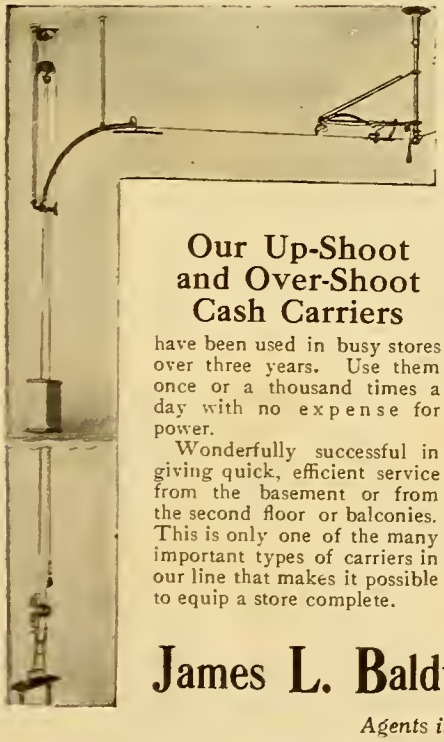
The Flyer Cash Carrier

is absolutely unequalled for **Steep Grades, Speed, Easy Operation** and **Neat Appearance,** only one fine track wire to each station.

Baldwin Ball-Bearing

wheels are equipped with two Annular Ball-Bearings, having hardened steel balls, cones and racers and a dust proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.



Our Up-Shoot and Over-Shoot Cash Carriers

have been used in busy stores over three years. Use them once or a thousand times a day with no expense for power.

Wonderfully successful in giving quick, efficient service from the basement or from the second floor or balconies. This is only one of the many important types of carriers in our line that makes it possible to equip a store complete.

All Baldwin Carriers Are Built for Two Kinds of Service

Service to Customer

The customer wants her package and change at once as soon as the sale is made. This quick service does more to retain a customer's trade than almost anything a store can do. This is the kind of service **Baldwin Carriers** give your customers.

Service to Merchant

You as a merchant expect a carrier to wear well, and thus do away with annoying break-downs and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience, **All are satisfied,** that's why we **"stick"** and continue to grow.



Even a Child Can Operate It

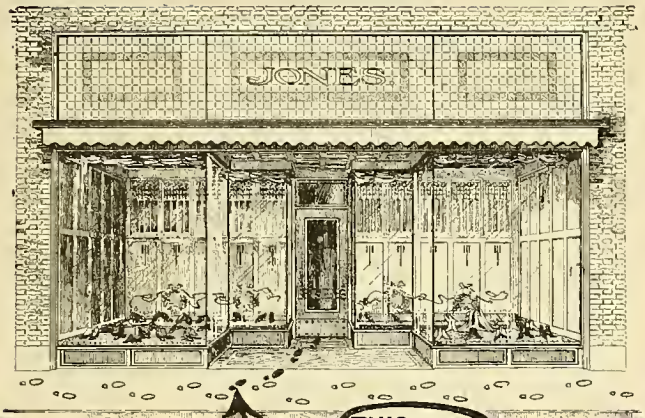
This cut shows the Baldwin Neat Shelf Bracket for Sales Station support. The **Ease** with which the child operates it is additional evidence of its great proficiency.

Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago
One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office



Every time a person *passes by* your Store without entering, you *lose*—every time he *enters* you have the opportunity of making a sale—of making a profit.

There's a psychological point in the path of every passer-by that means a profit or loss to you—that's the point where he either *enters* or continues on his way.

It's your ideal to cause every passer-by to pause and enter—and can there be a more logical power to do that than a good Store Front.

One Merchant debated for three years whether or not a KAWNEER STORE FRONT would increase his business. Finally he put one in and now he says, "Our Front is worth $5,000 a year." And that in a city of 12,000 people. Another Merchant says, "There is no question but what our new KAWNEER STORE FRONT sells at least $10,000 worth of merchandise a year over what we could have possibly sold with the old Front. We are more than willing to recommend your Fronts because of the great satisfaction ours has given." Another says, "Our business increased 40% —the KAWNEER FRONT paid for itself in eight months." If you could only see the actual letters of recommendation that we have on file from Merchants you would not hesitate another day. There are standing today 30,000 KAWNEER FRONTS as proofs of all we claim of them. Our one claim that should interest you most is the ability of KAWNEER FRONTS to increase sales—ask any of the 30,000 Merchants if his KAWNEER FRONT has increased his business—take his word for it, not our claims.

Kawneer STORE FRONTS

There is such a multitude of different kinds of Store Fronts, both big and little, that you must take care lest you choose one that will not fit your business. To be of greater help to you in making this important decision, we've compiled "Boosting Business No. 14" which is, without question the most complete, instructive and interesting Store Front book ever published. This book contains actual photographs of many of the best-paying large and small Store Fronts in the country—Fronts in all kinds of businesses—together with drawings and suggestions that will interest you.

Don't risk the amount of money it requires to install any kind of Front when a mere 2 cent stamp will bring to you this book of practical Store Front ideas. Your copy is in an envelope stamped with a 5 cent stamp and ready for your address Don't delay—every day you conduct your business without a KAWNEER FRONT the people are *passing* instead of *entering*.

Kawneer
Manufacturing Company

Francis J. Plym, President

Factories: Niles, Mich., San Francisco, Cal., Toronto, Can.

Dept. E. 142 Factory Street
NILES, MICHIGAN
Home Offices

We Have a Branch Near You

It stays and pays

NOTICE!

Owing to the fact that this publication goes to press before August first, the winning advertisement of the Illinois Show Case Ad-writing Contest will appear in the September issue instead of this August issue.

Arnold Joerns,
David D. Cooke, Judges

BUT

you should not delay ordering your new Fall store equipment on ***that*** account.

Wise merchants are realizing that the foreign complications are going to give ***us*** an unprecedented ***boom.***



Now, not when our factory is taxed to its capacity, is the time for ***you*** to make ***your store*** the most up-to-date, modern, efficient and ***inviting*** in your locality.

Sightly, Practical, Dust-proof, 10-Foot

Illinois Clothing Cases

serve you in a big variety of ways. They keep your stock pressed and in perfect order—display every garment advantageously, carry 43% more garments than other display cases—have other exclusive patented features that will appeal to your "buying sense" as a practical business man.



Illinois Out Door Cases, Too

are just now in great demand, Their everlasting, weather-defying permanence and their profitable ***advertising*** value make them a most necessary investment.

Our New Catalog on Request

which illustrates many Illinois Cases, all guaranteed to please you absolutely. Send for this Catalog ***NOW***. It explains our highly successful plan of selling to merchants direct instead of thru salesmen or jobbers, thereby saving ***you*** a goodly per cent on every purchase. Ask for this catalog **TODAY.**

Illinois Show Case Works

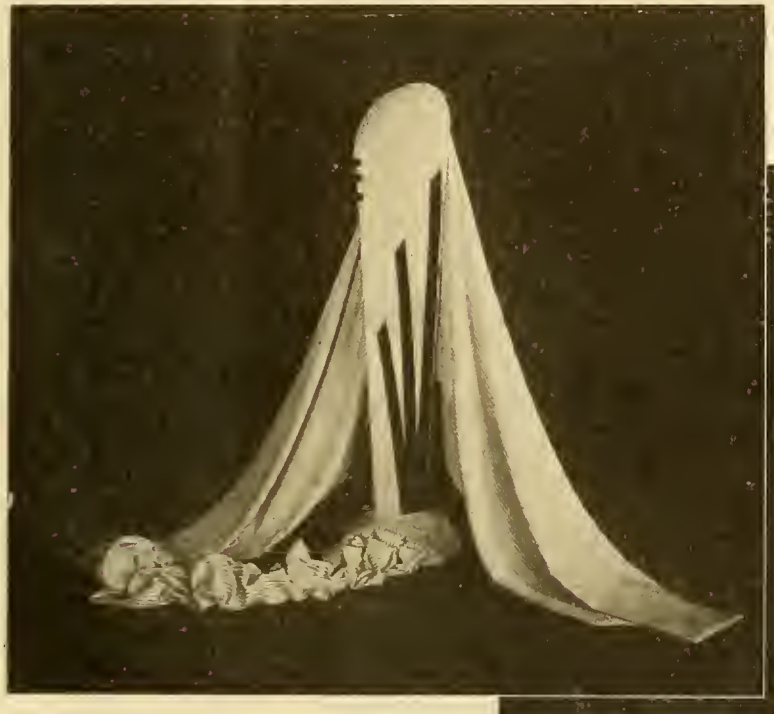
1729-39 No. Ashland Ave., CHICAGO

1st. Prize Awarded Lyons "3-Way Draping Form"



All who had the good fortune to witness the demonstrations on this form at the recent big Chicago convention, unhesitatingly said that the New "Lyons" Three-Way Draping form was the prize winner of the Convention.

Thousands of display men all over America are of the unanimous opinion that this unique form is entitled to first prize everywhere for its graceful tapering lines and effectiveness for present style of draping.



At the left is a side view—the one immediately below shows a drape on the front of the form. The back can be draped to equal advantage.



"Lyons" Three-Way Draping Form is designed and manufactured exclusively by this firm. It is made of papier mache and stands 60 inches high. The top widt i 12hs inches and the base 5½ inches. There are three surfaces, all finished and covered with White Jersey.

If you are in the market for

Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outdoor Cases, Glass Stands, Glass Shelves, etc.—

Anything, in fact, for the equipment of a first class store, don't forget that "The Largest and Best Equipped Fixtures and Show Case Factory in the World" is here to serve you promptly and well.

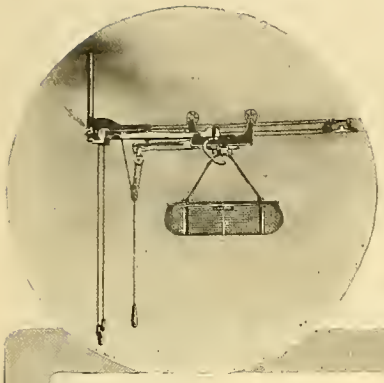
Our catalogs are filled with ideas—mailed free upon request.

Hugh Lyons & Company

802 E. South St., Lansing, Mich.

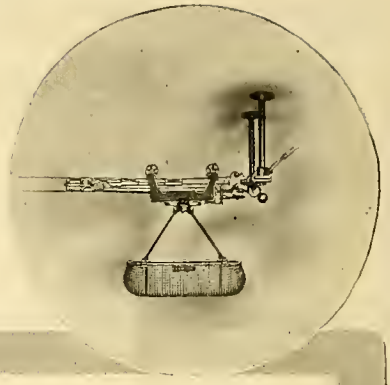
New York Salesrooms, 686 Broadway

Chicago Salesrooms, 313 Jackson Blvd.



Lamson No. 9 Parcel Carrier

Simple, compact in construction, neat in appearance, light running, easily operated. Fewer parts than any other system. Only parcel carrier equipped with *oilless bearings.* Can be installed in small space. Carries loads up to 20 lbs. over lines up to 200 ft. in length.



Keeping Pace with Progress

The demands of your customers—the needs of your store—your methods of doing business are constantly changing.

Lamson cash and parcel carriers are being continually improved to help the modern merchant progress with the times.

The Lamson No. 9 Parcel Carrier is the *newest* and most improved carrier of its type on the market.

Quicker service to customers;
The easiest way to handle change and goods;
A means for getting greatest protection for money and merchandise at least expense—

—these are some of the advantages provided by the Lamson No. 9 Carrier.

It is as great an advance over anything in the parcel carrier line as the first Lamson System was an improvement over the old "cashboy" method.

Better service with lower selling cost—that's *Lamson service.*

The Lamson Company, Boston, U. S. A.

Shelf Brackets

Our system enables you to conserve your space and display your goods most effectively because every inch of the entire shelf is available.



The above photographic view shows a practical application of *Baine's Patent Adjustable Brackets.* Note the lack of obstructions.

Remember, too, that you can get any width shelf and any distance between shelves to fit your stock, with strength to carry the heaviest goods.

Ask for our Shelf Catalog.
It tells all about it.

Piqua Bracket Co., Piqua, Ohio

EVERY RETAIL MERCHANT IN THE LAND WOULD BE OUR CUSTOMER



if he only knew our policy, viz: Our patrons' full satisfaction is our only interest. Merchandise found not to be as represented, is returnable, at our expense. Prices always the lowest possible, consistent with the highest quality. Service most prompt and efficient.

On this basis we solicit your orders.

Catalogs on request.



No. 54
Waist form newest shape, white, pink, or black jersey on 6-inch base. $24.00 doz. On 7-inch base, $27.00 doz. Sateen or NEW FLESH TINT ENAMEL, $48.00 doz.

B. BRAGER & SONS
49 Crosby Street
Bet. Broome and Spring Streets
One Block East of Broadway
NEW YORK

No. 10D
No. 10 D Gown Stand Extensible. 5-inch base, 15-inch stand, $9.00 Doz. 6-inch base, 21-inch stand, $13.25 Doz. 7-inch base, 27-inch stand, $15.75 Doz. 8-inch base, 30-inch stand, $23.75 Doz.



YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 Page Catalog of

WOOD DISPLAY FIXTURES AND STORE EQUIPMENT



This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages showing actual window trims will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the merchant. This Book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

THE OSCAR ONKEN CO.

No. 373 Fourth Avenue

Cincinnati, Ohio, U. S. A.

We Do Not Make Show Cases or Clothing Cabinets

NEW IDEAS



JOSEPH SCHACK
President Schack Artificial Flower Co.

Schack's has for years been known among window dressers as ***"The House of Original Ideas."*** Each season we put on the market many new ideas for decorators. But never before have we presented so many strikingly original and effective decorative specialties as are shown in our new "Fall Flower Book" which is just off the press.

Even those of our friends who have learned to expect great things from us each season, will be surprised and delighted with the splendid new specialties shown in this book. They will prove the "hit" of the year.

If you haven't already received this encyclopedia of decorating ideas, send for it at once. It is full of inspiration for your autumn opening displays.



Here is the book you need

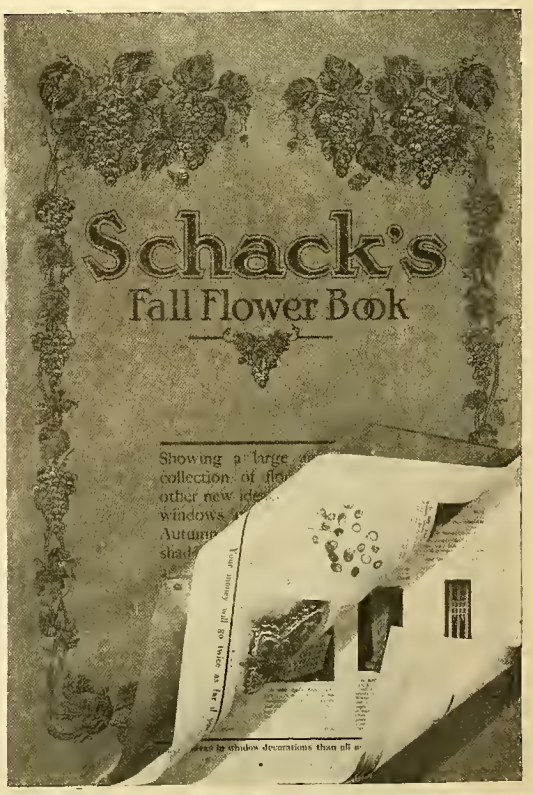
Send for Schack's Floral Parade Book. It contains hundreds of fine ideas for decorating autos and floats.

Schack's Christmas Flower Book

will be ready for distribution September 25. If your name is not already on our list, send it in now and you will get a copy of the new book as soon as it is off the press. It will contain a great many brand new ideas and original suggestions for your holiday displays.

Granulated Rock Crystal

is a new product that will fill a long felt want. It has all the merits of our Regular Rock Cyrstal, but is much finer.



Schack Artificial Flower Co.

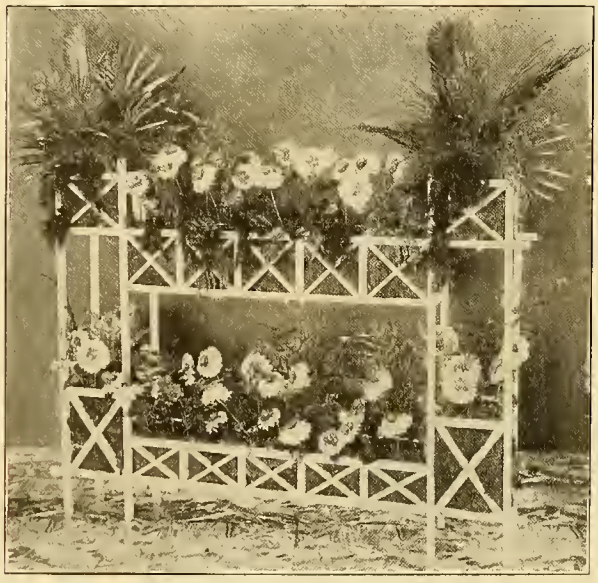
1739-41 Milwaukee Avenue **CHICAGO**

FOR FALL

Here are a few of the new ideas from Schack's Fall Flower Book. And you will find hundreds of others just as attractive in the pages of this remarkable book. Send for it now.



No. 4335. Tea Rose Stand, 4½ ft. high



No. 4338. Dahlia Stand, 5 ft. high by 5 ft. wide

SCROLA Specialties

The Best Specialty for Window Decoration That Has Been Produced in Many Years

"Scrola" Specialties are something entirely new in window dressing. They will appeal to the most particular decorator as the cleverest idea in window decoration that has been brought out in many years. The decorative metal work of some of the world's greatest artists have been reproduced faithfully and adapted to window decoration. There is not room here to tell you about the wonderful "Scrola" designs but you will find them described at length and well illustrated in Schack's Fall Flower Book. Be the first in your city to use these beautiful designs.



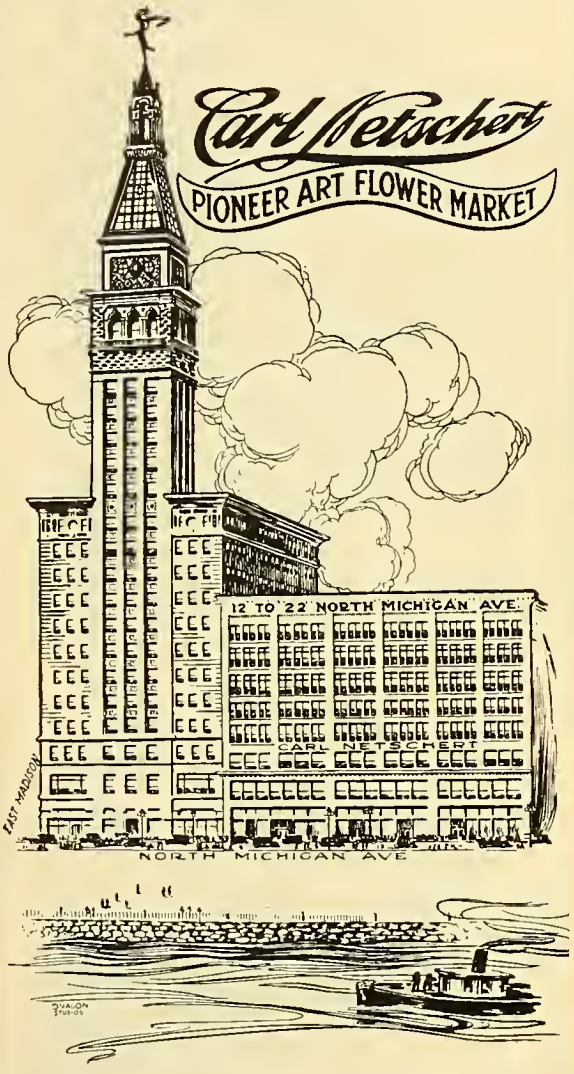
No. 4200. New Natural Preserved Oak Spray

The most beautiful natural preserved foliage ever produced. The leaves are large, perfect and beautifully colored, and they are so soft and flexible that they will not break and drop off. If you have been accustomed to using ordinary prepared foliage, send for a free sample of ours and note the difference. Beech or Oak in green or beautiful fall colors—and they cost no more than the ordinary foliage.

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. Chicago

When On Your Fall Buying Trip

Do not fail to visit my daylight Show-room, where I am showing my immese line of Art flowers.



if unable to pay me a visit, write for my Fall Catalogue No. 233.

Carl Netschert

12 to 22 N. Michigan Ave. 4th Floor Ward Bldg.
CHICAGO

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Fall Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

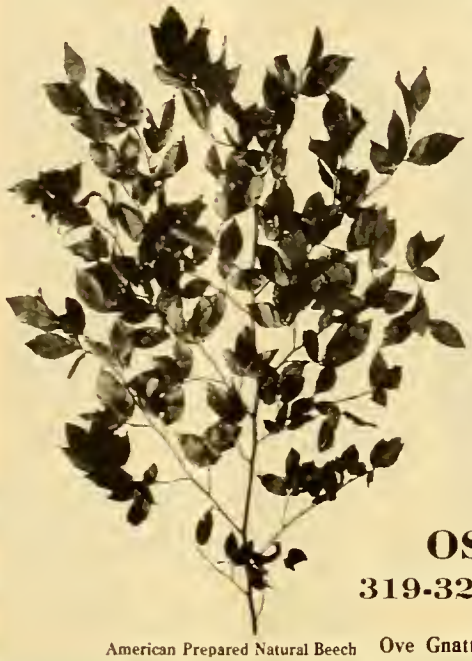
¶ In stock in convenient size in many different colors and patterns.

Write for Samples

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

American Prepared Oak and Beech

We lay particular stress on the word AMERICAN natural prepared decoratives for the reason that all our beech and oak sprays are grown in this country and prepared under our own process. This means rich colorings and a lustre obtained only in fresh stock—all this year's crop. **Don't be imposed on with imported goods, for they are usually old stock, having lost their lustre—look far from natural, with leaves continually dropping off.**



American Prepared Natural Beech

Our American prepared Beech and Oak are offered to you in three beautiful colors: Cherry Red, Golden Brown, Natural Green. Sold by the branch or by the pound.

Write to us for prices, giving name of your jobber, please.



American Prepared Natural Oak

OSCAR LEISTNER

319-321 West Randolph St., Chicago

Sales Agent for

Ove Gnatt, Hammond, Ind., Preparer of Natural Foliages.

Show Window Valances



Linen Puffed Shades Lambrequins

Built to fit the requirements of Individual Styles of show windows. All special orders executed by us are carefully and scientifically planned. We are fully equipped to meet the unusual conditions and problems which very often arise. Mail us a rough diagram of your show windows together with the glass measurements and we will be pleased to submit modern suggestions, sketches, etc., with the proper proportion and designs suitable to your business without extra charge or obligation whatsoever. We aim to do more than take orders. All materials used are high grade standard qualities and the workmanship is first class in every respect. Catalogue suggestions on request.

Dept. B GET THE GENUINE

The Art Window Shade Company

2411-13 North Halsted St. CHICAGO, ILL.

Artistic Sign and Card Writing Board

Every window trimmer needs an assortment of our attractive boards for window cards.

How many times after dressing an attractive window have you found yourself without a card of proper shade to harmonize with your display, to make your window complete and effective?

We manufacture and carry in stock the largest line of

CRESCENT BRAND

Imitation Veneers *Claud and Marble Finishes*
Delicate Shades and Tints *All New Shades and Standard Colors*
Embassed Windaw Cards and Price Tickets
Baard cut ta size and inta special and fancy shapes with beveled edges

If It's Board or Cards You Want—We Have It

Through our new process we are finishing our hoard extra smooth and hard, making it more adaptahle for card writer's use.

Far sale by all leading jabbers.
Send far samples and prices taday

Chicago Mat Board Company

Manufacturers -:- Established in 1898

664-666 Washington Blvd. CHICAGO, U. S. A.

Now Is the Time to Order This Outfit

Clean and Retouch Your Own Wax Figures. Complete Oil Finish Outfit, Including Full Formula of All Materials

Absolutely Guaranteed to produce the finest possible finish on Wax Figures. THOUSANDS NOW IN USE

Oil Finish Outfit No. 5

consists of the following:

Enough materials, ready prepared, to clean and retouch 100 Wax Figures.

A complete equipment of necessary tools required for the work, including instrument for resetting eyelashes and eyebrows.

Book of instructions carefully explaining how to clean and retouch Wax Figures (Read Oil Finish).

Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and resetting eyelashes and eyebrows.

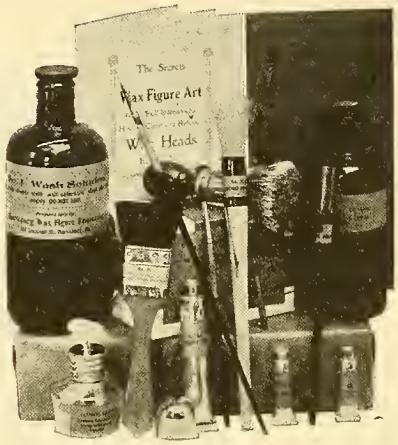
With this outfit we also include a complete formula of all materials, with full directions how to prepare them for use.

All materials can be purchased in your own city, and are very inexpensive.

PRICE FOR OUTFIT, INCLUDING FORMULA ... $5.00

Oil Finish Outfit No. 5

Ready for immediate use including formula, tools, instructions, etc.



Special Price Outfits

Outfit No. 6. Same as No. 5 outfit but not including any prepared materials.

PRICE OF THIS OUTFIT $3.00

Outfit No. 7. Same as No. 5 outfit but not including the equipment of tools or any prepared materials.
NOTE.—Formula and book of instructions only.

PRICE OF THIS OUTFIT $2.00

Outfit No. 8. Same as No. 5 outfit but not including the formula. Everything else is included.

PRICE OF THIS OUTFIT $3.00

NOTE.—The same materials, tools, and instructions which we furnish with our outfits are used in our factory on wax figures which are shipped to us for refinishing.

Invented and Sold Exclusively by

The Harrisburg Wax Figure Renovating Co.

335 Crescent Street **Harrisburg, Pa.**

Send for Our Catalog. It's Interesting

Newest Superior Fixtures for Fall Openings

Were Displayed at Our Booths at the Window Trimmers' Convention

Our newest Fixtures and Forms will make it possible for you to do some absolutely new styles of window trimming of the most practical nature.

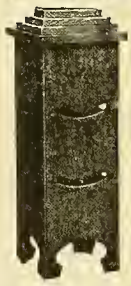
Notice the use in this group of our new forms having the Superior Feet base; our new nested pedestals and new draping stands.

Suppose you order some of them in your town. once, so as to be the first to use

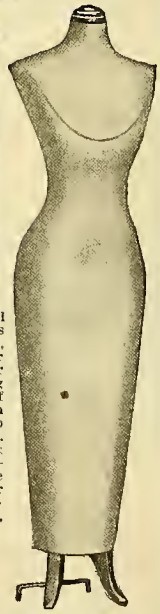


NEW DRAPING STANDS
These stands have a variety of tops, circular, oblong, square, etc., with handy opening through which to pull the goods. This is a distinctly new draping idea and our large illustration shown herewith shows how to use them. Price, per set of six, $15.00.





NEW NESTED PEDESTAL
This pedestal shows 4 pedestals of assorted sizes, nested together for storage in your window trimming room. Two of them have been used in the group shown herewith. Comes in 4 sizes: 12, 18, 24, 30 inches high. Made of best oak or birch mahogany. Price, $7.50.



NEW DRAPING FORM
This is the very latest development of a form for draping and has the added new feature of a base made with two feet that fit into shoes, so that shoes can be used with the new short dresses. These feet are adjustable sideways and up and down. This new type of base saves you buying extra adjustable feet. Price, $5.00.

Write for our New Fall Circulars of all New Ideas

The Superior Brass & Fixture Co.

316-318 W. Jackson Boulevard **CHICAGO, ILL.**

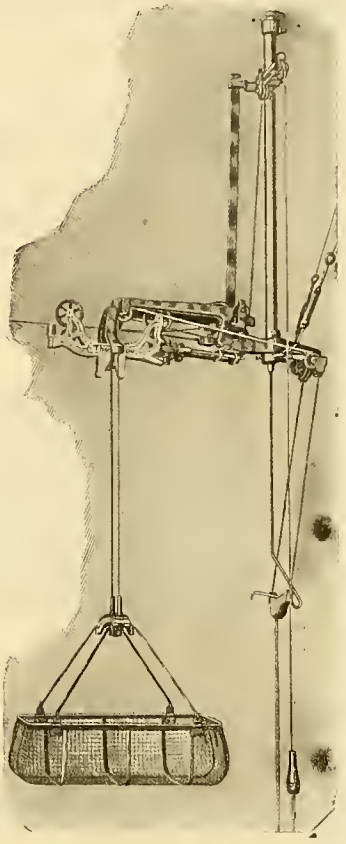
Kansas City Office 15 W. 9th St., Rooms 22 and 23

"GIPE"

Originator of "GOOD CARRIERS"
Stop experimenting—
Adopt "GIPE" Carriers

You can throw your *poles* away when you adopt the "GIPE."
No dropping of baskets—our one-piece Lock is Positive.

Five minutes inspection of our Parcel Carrier will convince the most skeptical merchant that it does not possess any of the usual troublesome features.



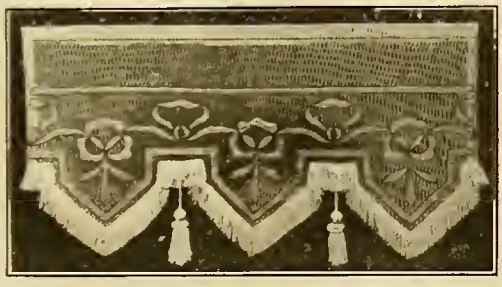
Sold on ten days' approval and all repairs except cord furnished free for five years

Call and examine our High Grade Carriers for all purposes. Level, Grade, Curve, Loop the Loop and Basement Loop Cash or Message Carriers. Elevated and Low Level Package Carriers. "Standard" Electric Cable Cash Carriers.

"GIPE CARRIERS" will save you MONEY. Investigate NOW. Send for our 20-page Catalog.

GIPE STORE SERVICE SALES CO.

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"Artisto" valances are the result of years of experience. We are specialists as makers of store window valances and lace panels. Materials used are all imported and guaranteed sunfast and tub-proof. We carry out any color scheme and feature your name and trade mark in the most attractive way. Mail us diagram of your show windows with the exact glass measurements and let us submit sketches and prices, for which there is no charge. In writing, please mention the wording or monogram you wish.

The Window Decorative Works

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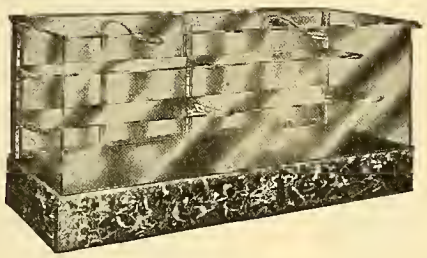
"Artisto" Valances for Smart Shops

Smart Shops and Good Stores everywhere are adopting the use of "Artisto" valances. These keen merchants recognize the fact that "Artisto" valances give the desired class and character to their windows and store fronts. Our valances give a peculiar effectiveness and individuality not to be obtained in any other way.

"Hook On and Off in a Jiffy"



Let the "Quincy Special" Help You Sell More Goods



"Quincy Special" Show Cases are helping several thousand merchants sell goods. Why can't they help you too?

If you will send us a rough diagram of your store floor plan and your ideas as to finish, etc., we will be glad to supply you with a complete estimate of the cost of new store equipment. Our new catalogue is just out.

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PITTSBURGH, PA. 949 Penn Ave.
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No. 79 F.

WILLIAMS NEW "TANGO" COSTUME FORM 79F

The grace and charm that this form lends to a window for the display of ready made garments, also for draping of materials will be fully appreciated by every buyer. Made of an especially fine quality of papier mache and covered with white jersey. Bust is adjustable at waist line, permitting various graceful poses.

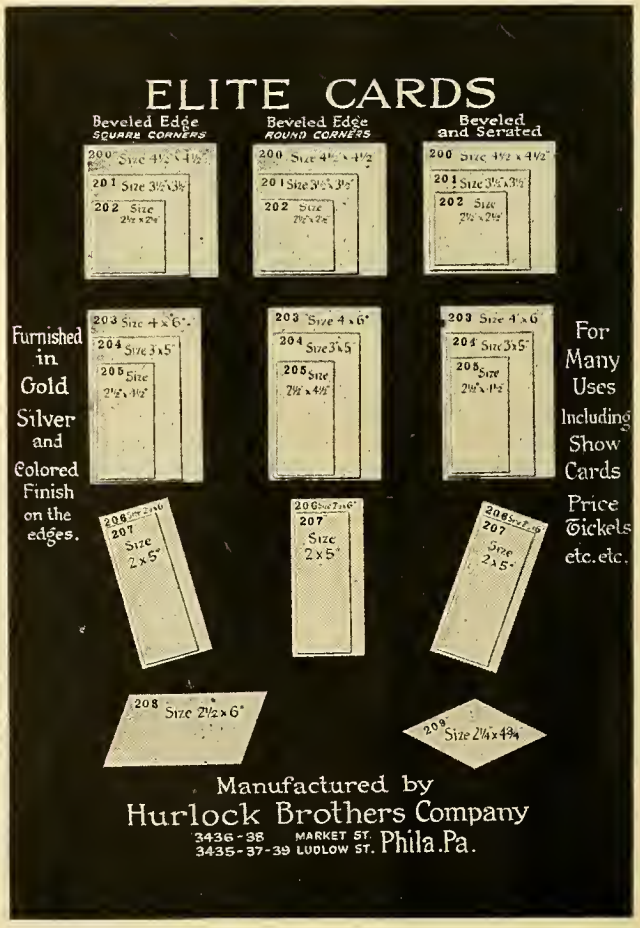
Price $10.00 each

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Price $12.50 each

Send for circular No. 63 which contains many new and original forms and fixtures at special prices.

J. B. Williams,
31 West 4th Street
NEW YORK, N. Y.



A CASE OUTSIDE IS WORTH TWO IN THE STORE



Outside Show Cases

have proven to be

Life Savers

in many a dead dept.

CAN you be satisfied with the passing glance given to your windows when your competitor up the street it attracting attention for a block or more to his goods by means of an outside show case.

THE accompanying illustration of Friese & Schuele Co., Cleveland, Ohio, shows the wonderful presentation of your merchandise when placed in these Outside Show Cases.

WE ARE devoting our entire plant to the manufacture of these cases which are recognized the country over as being in a class by themselves.

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The Diamond Show Case Co., 2208 West Superior Avenue **Cleveland, Ohio**

Wax Figures and Forms



Wood and Metal Display Fixtures

Men's Busts

Latest Shapes

Best Make Only

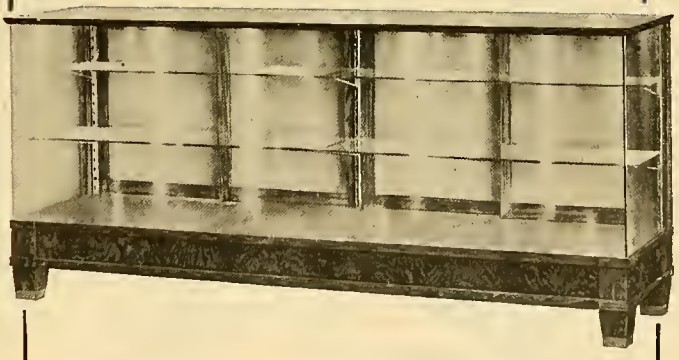
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WM. STRAUSS

416 Arch Street Philadelphia

Winter Fixtures

The Standard of Quality and Style



Unequaled in designing and building all kinds of store furniture, show cases, etc. Combining practical arrangement with quality of material, workmanship and finish.

Winter Company

Manufacturers

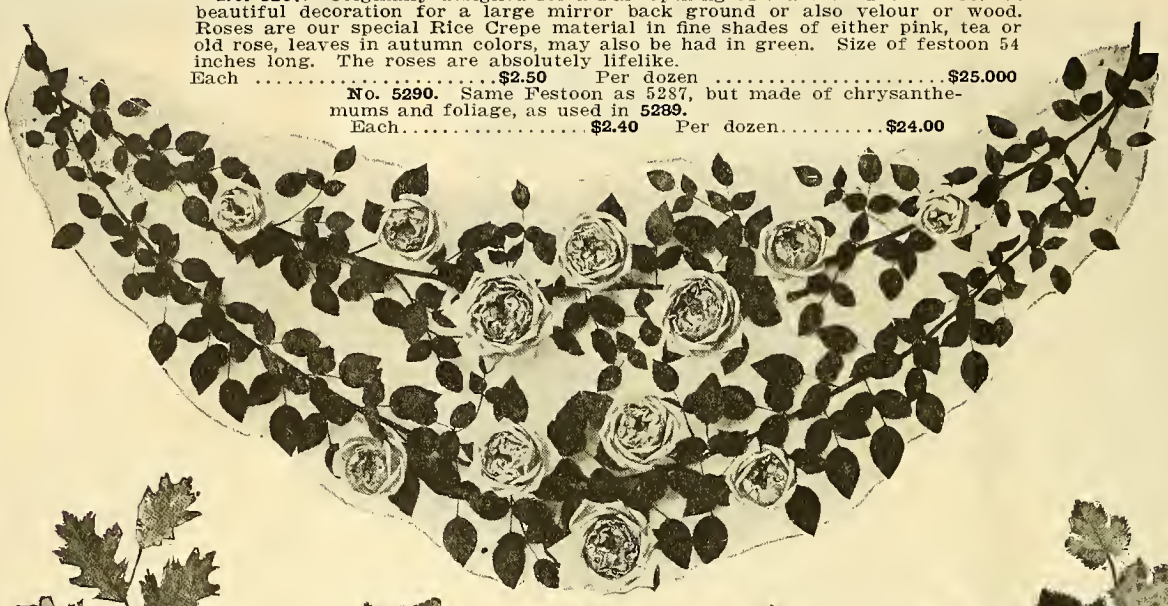
Sheboygan Wisconsin

Representatives at All Principal Centers

Catalog 14H sent upon request

No. 5287. Originally designed for a Fall opening of Marshall Field & Co. A beautiful decoration for a large mirror back ground or also velour or wood. Roses are our special Rice Crepe material in fine shades of either pink, tea or old rose, leaves in autumn colors, may also be had in green. Size of festoon 54 inches long. The roses are absolutely lifelike.
Each .....$2.50 Per dozen $25.000

No. 5290. Same Festoon as 5287, but made of chrysanthemums and foliage, as used in **5289.**
Each.....$2.40 Per dozen.....$24.00





No. 327. OAK LEAF VINE.
12 leaves (if the leaves were taken from the tree they could not look more natural), autumn shades.
Per doz. yards....$ 1.20
Per gross yards.. 12.00



No. 632.
OAK LEAF SPRAY.
Per dozen $0.60
Per gross..... 6.00
No. 632a—Same with 12 leaves.
Per dozen .....$ 1.50
Per gross 15.00



No. 325.
GRAPE VINE.
A beautiful large leaf, finely veined. These leaves are very true to nature and are especially fine for mirror decoration.
Price per dozen yards $1.20
Price per gross yards $12.00



No. 323
GRAPE VINE
12 autumn colored leaves to one yard (small leaves).
yards $0.70
Per gross yards $7.00



No. 326.
MAPLE VINE.
12 leaves, a beautiful large leaf in the finest autumn shades.
Per dozen yards $1.20
Per gross yards $12.00



No. 324.
GRAPE VINE.
Foliage in autumn shades, two clusters of Grapes in any natural color.
Per yard ..$0.35
Dozen 3.50
Gross 35.00



No. 324A.
GRAPE VINE.
Of 12 beautifully autumn colored grape leaves.
Per dozen yards $1.00
Per gross..$10.00

We invite the Window Trimmers to inspect our new designs. They are not all our own ideas but are the combined work of our artists and the designers of the largest and best stores of the world. We understand drawings and colors and can execute and design any color scheme you may have.

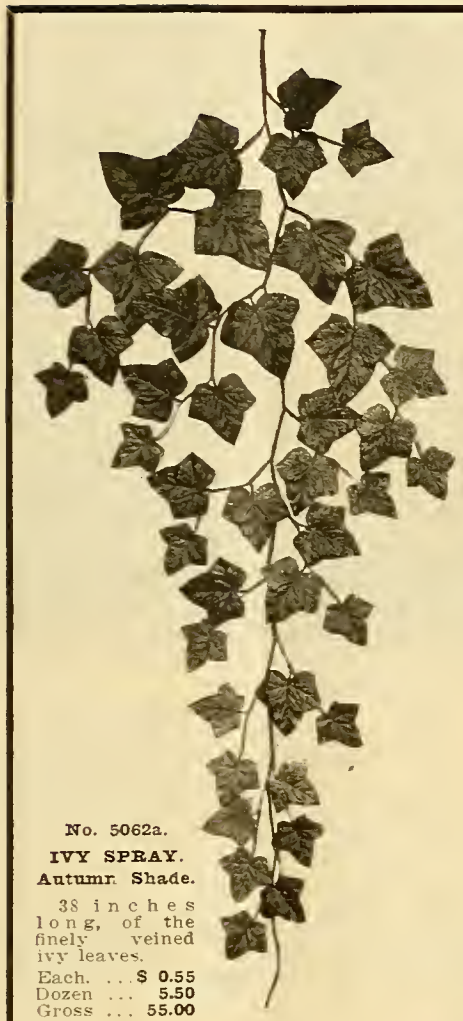
We carry the largest and most complete line of FLOWERS, SPRAYS, VINES, PALMS, ETC., in the world.

No order too small, none too large.

We issue a Fall, Xmas, Spring and Floral Parade Catalogue every year. Drop us a line and we will be pleased to send you any catalogue.

L. BAUMANN & CO.

Leading Importers and Manufacturers. 357-359 W. Chicago Ave., Chicago



No. 5062a.

IVY SPRAY.

Autumn Shade.

38 inches long, of the finely veined ivy leaves.

Each. . . $ 0.55
Dozen . . . 5.50
Gross . . . 55.00



No. 5285.

ROSE GARLAND.

No. 5285. 36 inches long, of our fine Rice Crepe Roses in pink, tea or old Rose, green foliage, can also be had in autumn color foliage.

Each $0.85
Per dozen 8.50



No. 5063.

WOODBINE SPRAY.

In Autumn colors, very effective. 38 inches.

Each . . . . . $ 0.45
Dozen 4.50
Gross 45.00



No. 633.

MAPLE SPRAY.

In autumn shades.
Per dozen . . . $0.60
Per gross . . . 6.00

No. 633a. Same with 12 leaves.

Per dozen . . $ 1.50
Per gross . . 15.00



No. 5008.

VINE OF POND LILIES.

A very artistic decoration of fine Pond Lilies and leaves.

Per yard . . . . . $0.35 Per dozen yards. $3.50

An inspection of our samples or catalogues will show you that the quality, style and prices are right. We want your business and OUR DECORATIONS will help your WINDOWS and STORE.

We carry the largest and most complete line of FLOWERS, SPRAYS, VINES, PALMS, ETC., in the world.

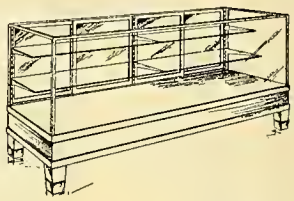
Drop us a line and we will be pleased to send you a catalogue.

L. BAUMANN & CO.

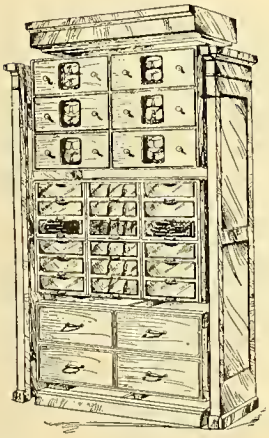
Leading Importers and Manufacturers **357-359 W. Chicago Avenue, CHICAGO**



We Can Do As Well For You



KNOWING what we have done for other merchants you will know what we can do for you; and you can find Welch-Wilmarth equipment in the finest of stores all over the country. We would like to tell you about a few in your own particular section. Asking us to tell you what we can do places you under no obligations whatever: but it gives you a chance to compare our fixtures, prices and service with what other manufacturers have to offer. Even though you do not intend to buy right away we will gladly send you catalogues, and we extend a special invitation to visit one of our showrooms "just to look around."

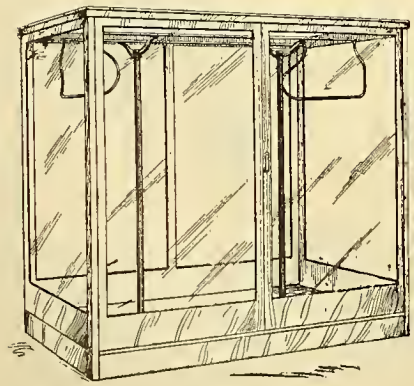


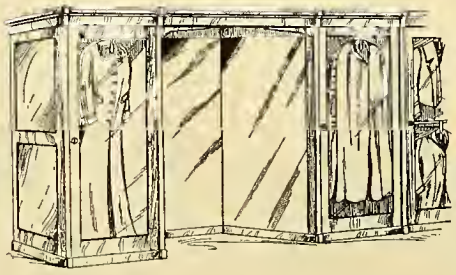
WELCH-WILMARTH

BUILDERS OF

GOOD STORE FIXTURES

KEEP in mind that we can furnish everything needed by the store selling dry goods or ready-to-wear apparel. We make all types of revolving wardrobes, as well as clothing cabinets with pull-out slides. All kinds of show cases and wall cases, etc. Our equipment contains the latest ideas in "unit" and "sectional" construction. When buying our fixtures you get the services of experienced and competent designers, and the personal attention of one of our local representatives. Tell us what you need and we will tell you what we can do.





Welch Manufacturing Co. 7 Lyons Street

Wilmarth Show Case Co. 1524 Jefferson Ave.

Grand Rapids, Mich.

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NEW YORK	732 Broadway
CHICAGO	233 West Jackson Blvd.
BOSTON	21 Columbia St.
ST. LOUIS	1118 Washington Ave.
MINNEAPOLIS	27 North Fourth St.
SAN FRANCISCO	515 Market St.
PITTSBURGH	406 House Bldg.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

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FACTORY FIXTURES

A FEW WORDS ABOUT THE STORE-KEEPER WHO IS CONTENT TO "LET WELL ENOUGH ALONE"—HE HAS A SLIM CHANCE IN THE PROGRESSIVE GAME OF MERCHANDISING

FOR NEARLY A YEAR there has been appearing this journal a series of articles under the heading "Factory Fixtures." The purpose of these articles has been to impress upon the minds of retailers in general the prime necessity of equipping their stores with modern fixtures and appliances of all kinds. That merchants have taken considerable interest in these articles has been evidenced in a practical way by the large number of interesting letters we have received concerning them. From the tone of the many letters received it is evident that the average merchant has a lively appreciation of the importance of good store equipment. On the other hand, we occasionally get a letter of a different sort. The following is an extract quoted from a letter received from a New England merchant:

"I have read some of your articles on "Factory Fixtures and Store Fronts," and note that you are always recommending that the merchant spend large sums in fitting out his store with the latest fixtures and fronts. Your ideas probably suit the fixture and store front people well enough, but I for one don't see the necessity of spending a big part of a year's profits just to make the store look pretty. In this city there are two good, high-class general or department stores, and neither of us have found it necessary to buy fancy and expensive fixtures to get business.

"We have both been here for a good many years and all of the desirable trade knows us. People come to our store to buy goods and not to look at our fixtures. The only trade we would care to have and don't get is that of the people who think that nothing in their home town is good enough for them, and that of the people who send away to mail order houses. The cheap trade we don't care about. Most of the cheap trade goes to the little stores and to a new store that started about three years ago. While our business does not grow very fast, you can't expect that in a town that don't grow, and we are satisfied to hold our own as we have always done.

"If you would give us a little less advice about spending money for fixtures and fancy fronts, and tell us more about how to beat the mail order houses, and how to get the business of the wealthy people who take trips to Boston to buy from the big department stores, I think that most of the merchants in the smaller places would get more good from your paper."

The man who wrote that letter represents a class of merchants who can be found in all parts of the country. Unconsciously he has stated the argument of practically every merchant who can afford good store equipment but refuses to buy it. Unconsciously, also, he has shown the weakness of this argument. He says, "We are satisfied to hold our own as we always have done." In these days a store that merely "holds its own" year after year is in reality falling behind. Any store that is not gaining ground is losing it.

As a matter of fact, this merchant is falling behind faster than he realizes. To verify this opinion, we took the trouble to look up the situation in the town from which the letter was written. It is not necessary to give the name of the town or the exact figures as a general outline of the facts will serve to illustrate the point we wish to make.

The place referred to is a small, old city within one hundred miles of Boston. Most of the older residents are well-to-do and many of them are wealthy. There are several small factories and two large industries in the place. The store of our correspondent and the other one he refers to as a "good,

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high-class general or department store" have been in business for many years. They cater to the best trade in the city, and get part of it. Both of them are old-fashioned as to their windows and equipment. "The cheap trade we don't care about" is that of the factory hands. What he said as to the business not growing very fast is entirely true—whatever growth there has been is not perceptible to the naked eye. Our correspondent furthermore did not overstate the fact in saying that considerable business goes to out-of-town department stores and mail order houses. There are some facts that our correspondent failed to inform us on. These we were able to secure through an acquaintance who is fully informed as to conditions in the city in question. This is what he told us:

The two "high-class" stores are so far behind the times that there is no chance of their ever catching up. Both of them have been in the same families since their foundation many years ago, and both are run on practically the same lines as when they were first opened. Nearly all of the customers of either store have charge accounts and apparently neither store cares much for trade of people who are not good for a charge account. Practically none of the factory trade is handled by either of these stores. As to windows and fixtures, both stores are "back numbers" as stores are now judged. Their fixtures were built years ago by a local contractor. They are of the cumbrous, space-wasting, old-fashioned kind that were common to most stores twenty years ago. Old ladies who visit these stores see the same counters and cases with which they were familiar as girls. The window displays are handled as well as possible under the circumstances, but the windows themselves make really effective display an impossibility.

But here is the point to the whole story. The "new" store that was referred to by our correspondent as getting the cheap trade is not three years old, as our correspondent stated, but six years old. The interesting point is that this "new" store catering to a "cheap" trade is doing more business than either of the two "good, high-class" stores, and it is all for cash. Six years ago a young fellow from Boston, with little money but plenty of steam, opened up with a little variety stock in this town. His store was so small that the larger and older stores paid little attention to the new merchant. But the young man was a live wire and his business began to grow. He understood the art of turning his stock rapidly, and at the end of eighteen months he took a double store room containing about four times the space he had in his original store. When he moved into the new room he added a number of new lines and others were put on as fast as his capital would permit.

In the meantime the young man had been studying the possibilities of the town with the greatest care. He sized up the old stores as "dead ones" and decided that if he could raise sufficient capital there would be a golden opportunity to start a real store in the town. He had established a good line of credit but even with this his resources fell short of the requirements he had outlined for the proposed store.

There was another old-fashioned store in the town conducted by a wealthy elderly man on strange and wonderful lines. This man was more of a trader than a real merchant. He dealt entirely in job lots that he bought wherever he could find them. He had what was probably the largest stock of mismated shoes ever gotten together and the rest of his stock included an unusually large and extremely varied line of what any sane merchant would classify as junk. Nevertheless, this man had plenty of money and that was what the young merchant was in need of to carry out his ideas.

First he carefully figured out a proposition and worked out every detail to his satisfaction. Then he approached the "junk dealer" whom he knew casually. He proposed that they go into partnership and start a new store that was to be equipped in a modern way and stocked with the regular department store lines, excepting groceries. The young man's proposal looked very nervy on the face of it, as his plans contemplated remodeling a building, putting in a new front and a full equipment of fixtures, and then laying in a good sized stock of merchandise, including men's, women's and children's ready-to-wear. But the job lot dealer was too good a trader to pass up the plan unheard. He listened carefully and the young man talked carefully.

"What about my stock of goods?" asked the job lot man.

"What's it worth?" asked the other. "To tell you the truth, that stock of yours is a standing joke around this town, as you probably know as well or better than I."

"Sure, it's a joke," the owner admitted readily. "But its a good enough joke to net me three or four thousand dollars a year without any trouble. What would you do with it if you started the new store?"

"Put a fair price on the stuff and I will close it out in sixty days, providing you will put that money and enough more in the new business I have been telling you about," replied the live wire.

"If you can get rid of that stock in sixty days at fair prices you are good enough at merchandising to consider as a partner," said the older man.

To shorten the story, the young man made good. He went through the stock carefully and picked out what little he could use in his own store. The remainder was too well known locally to attempt to get rid of it at home. So he had it shipped to a manufacturing city where a large number of Italians were employed. He got a big vacant room where a good display could be made and then literally covered the front of the building with big signs in Italian

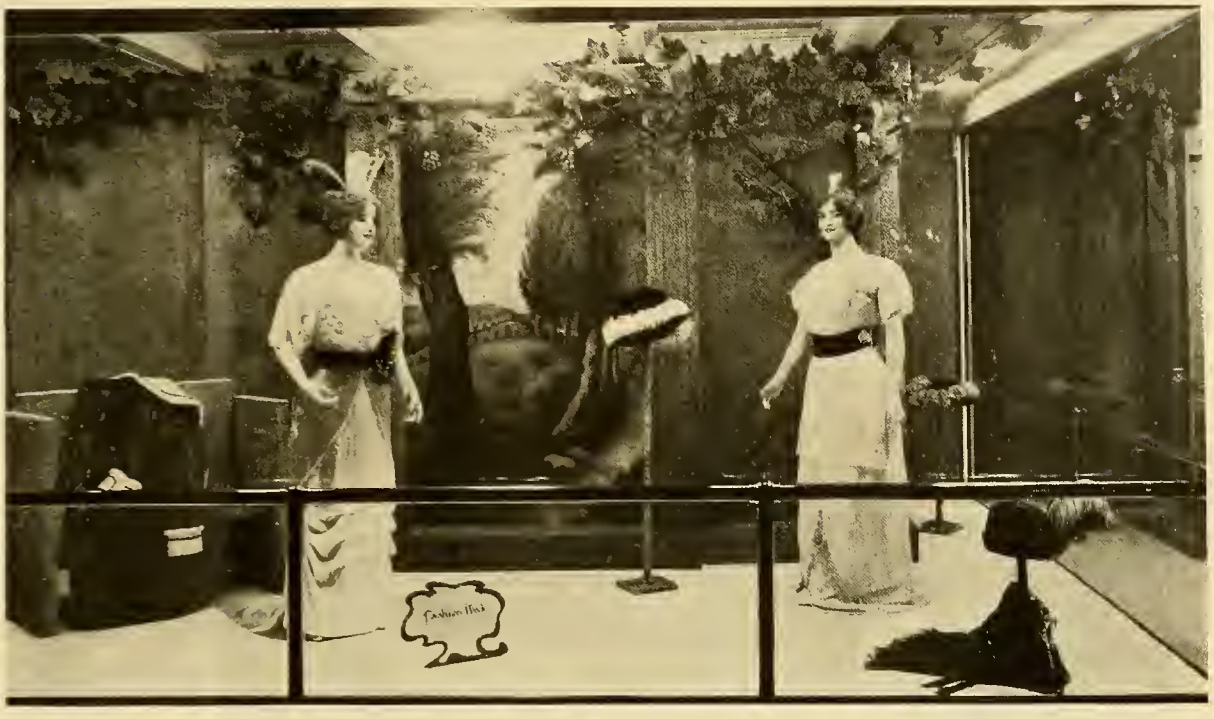


Plate No. 9037—Style Show Display by W. F. Schultz for Kerr D. G. Co., Oklahoma City, Okla.

Last fall the merchants of Oklahoma City held a united fashion show and prizes were offered for the best window displays which were judged upon the "point" system. One prize was offered by the merchants' association and another by a local newspaper. Both of these prizes were awarded to the Kerr Dry Goods Co. for the display made by Mr. Schultz as shown above. While altogether simple, this setting was unusually attractive. The details are so apparent in the picture that no description is necessary.

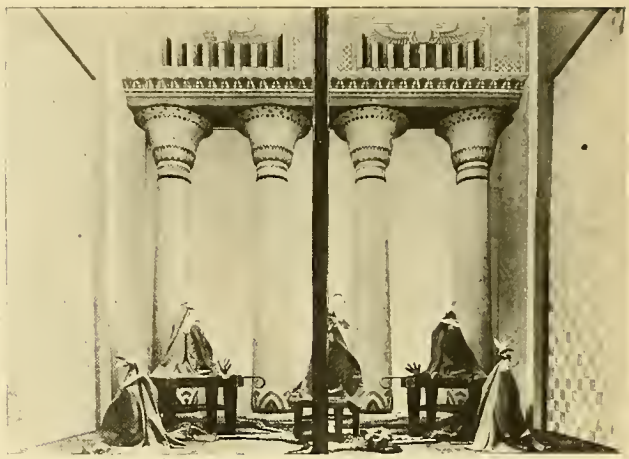
telling all about the wonderful sale. Advertisements were printed in local Italian papers and a lot of big circulars in Italian were distributed through the Italian quarter. A number of Italian speaking salesmen were hired on a commission basis. The "junk" was disposed of in much less than the scheduled time and a satisfactory arrangement was made to start the new store which was opened up a little more than three years ago. The older man takes no active part in the management, and the young man has developed an exceedingly profitable business that is growing every day. Starting with medium and low priced goods, he has gradually added better lines. Up-to-date goods, bought right and well displayed in the windows and inside the store, gradually won the better class of trade. In the beginning some lines had to be carried only because they were cheap; but, one by one, such lines were abandoned to make room for more dependable merchandise. At the present time the new store is going after *all* the trade of the city, and is getting a big share of it. Good equipment, good service and modern methods have brought to this store much trade that the old and overconservative establishments were unable to get.

Our correspondent referred to the new store as one handling a "cheap" trade, and he evidently does not deem its competition worthy of serious consideration. Nevertheless, the new store is taking business from the old one every day and unless these "high-class" merchants revolutionize their methods, they will soon be completely out of the running. Any merchant who thinks he can run his business on the sole basis of respectability and long standing in the community is in line for a hard bump. A reputation for integrity and square dealing is a fine thing for any store, but the public of today demands service.

We have wandered a long way from our heading—"Factory Fixtures," yet this little story has a direct bearing upon the subject. The short sighted views held by our correspondent are not far different from those of a considerable number of merchants who believe themselves to be careful and conservative, whereas in truth they are back numbers who are so misguided as to believe that business can be done today as it was twenty years ago. They are so "economical" as to refuse to spend the money necessary to equip their stores to do business properly. Nor is it strange that these merchants should attribute the falling off of their business to mail order houses and the perversity of those people who think that nothing bought at home is good enough for them. It is a fairly general rule that every merchant gets just about the business his merchandise, store and equipment entitle him to. We have said it before many times—we say it again—good service is as important in retailing as good merchandise.

An Egyptian Display

THE BARBARIC ART of ancient Egypt has certain characteristics well adapted to window decoration. The art of Egypt is among the oldest of the world. Three thousand years before Christ, Egyptian artists and weavers had established a style of decoration that has been brought down to the present day with but little alteration. Hieroglyphics and symbols form the basis of most Egyptian decoration and these are handled in many ways. The lotus, palm, papyrus, birds, animals and variations of the human figure play a prominent part in most decorations of this style. The lines are inclined to be simple and conventional and the colors are generally bold but harmonious.



A STRIKING SETTING.



EGYPTIAN DESIGN BY CARL GRIER.



ANOTHER EGYPTIAN BACKGROUND.

Red, yellow and black—blue, red and white—deep red, yellow and blue—light tan, blue and black—these are some of the more favored color combinations used in the ancient Egyptian schemes of ornamentation. And these same colors are much used in modern Egyptian decoration, although almost endless other combinations are used.

The most striking characteristic of Egyptian art is its individuality. There is no other art like it. For this reason the window dresser must be careful in the use of Egyptian ornamentation—he must not mix his styles. That, however, is an altogether unnecessary mistake to make, as there are various books giving accurate information as to this type of decoration. There have been sev-

eral instances where windows have been carried out in the Egyptian style with notable success.

The accompanying pictures show three of a series of windows designed and carried out in modern Egyptian style by Carl L. Greer for Hudson's Bay Co., in Calgary, Canada. All of the details of these decorations were made in the store workroom by Mr. Greer and his assistants. The general color effects of these windows were tan and grey alternated in the displays. The finish was in a rather smooth sandstone effect that presented a soft and pleasing appearance. The decorations were in high colors that produced a striking effect without being gaudy. The capitals of the columns were of plaster paris casts made in molds fashioned by Mr. Greer. The floors were blocked off in various pleasing colors to suggest stone.



TABLES AND PEDESTALS BY MR. GRIER.



ANOTHER GROUP OF FIXTURES.

Each window had a set of furniture or fixtures which were also made by Mr. Greer. The various pieces were finished in black and decorated in the same high colors used in the backgrounds. Ornamented leather was used to cover the tops of the low stands or plateaux. In the large picture may be seen curtains at the ends. These were made of gray linen to match the background and a simple design in leather was appliqued along the bottom. These displays were much more impressive than they appear in the pictures. Their vivid decorations combined with the simple lines produced a most sightly effect, while the solid ex-



Plate No. 9049—A Good Display of Stationery by J. O. Buckwalter for England Brothers, Pittsfield, Mass.

This picture shows a model show window unusually well trimmed. The window is 22 feet long by 8 feet deep and has a mahogany background. On a brass rod that runs along the top, green plush curtains were suspended at intervals of about three feet. Mahogany pedestals and plate glass shelves were used to display the stationery. The two circles w re sawed from light lumber and covered with green plush upon which were tacked boxes of paper. In the middle of the window was placed a mahogany writing desk, at which was seated a wax figure of a young woman. The occasion of this display was a sale of inexpensive stationery.

panses of tan or grey made an excellent background for the merchandise. It will be noted that comparatively little merchandise was shown in each window.

The striking individuality of this style of decoration makes it undesirable to use more than once unless the color scheme and general style be greatly changed. It has such strong characteristics that a strong impression is made on the mind, and if anything at all similar is used later it is likely to give the impression that the decorator is "repeating" himself. As was suggested in the beginning, Egyptian decoration is an art involving a good deal of exactitude in the matter of color, design and ornamentation, and any marked variation from the accepted forms is much more likely to hurt than to help the effect. Before he tackles this sort of a setting, the window dresser should inform himself thoroughly as to all the peculiarities of the style.



Plate No. 9038—Opening Display by W. K. Best for Turner-Ebinger Co., Marietta, O.

The decorations at the back consisted of a simple architectural effect representing a doorway with tall, round columns at the sides. At each end of the design was an ornamental pedestal surmounted by a white electric globe. Prepared natural oak leaves and artificial roses were used. A few ferns were also used.



Plate No. 9039—Opening Display by Wm. C. Knoderer for the BonTon Dept. Store, York, Pa.

This handsome window has a background of mahogany and on the occasion of this display most of it was covered by five panels. Satin meteor was shown in various attractive drapes. With each piece were shown appropriate trimmings. Two hats and few other accessories were also shown.

NOTES FROM NEW YORK

J. A. KOERBER IN EUROPE-BUSINESS GOOD AT ALTMANS-HILTON'S NOTABLE DISPLAYS-SALES OF GREENHUT CO. ARE WELL HANDLED-WANAMAKER STORES PROGESSIVE MERCHANDISING METHODS

F. F. Purdy

THE NEXT MEETING of the Display Managers' Association will be held the second Monday evening of September, the first Monday being Labor Day. It was inadvertently stated in our last as December. The meeting will be held, as usual, at the Broadway Central Hotel. The outing which was to have been held July 12 on Long Island was declared off on account of so many display managers being away on their vacations and preparing to start. We don't know where they are all going, but Mr. Richter of Saks & Co., and Mr. Kelly of Oppenheim, Collins & Co. were up in the White Mountains together the last half of July; Mr. Frankenthal is taking his vacation the first half of August; Mr. Tischman, of McCreery's, is taking quite long week-end trips; Mr. Wendel, of Gimbel's, is commuting daily from his bungalow out on Long Island; Mr. Zegers, of Stern Brothers, has bought an automobile, especially to give his wife, who has not been well, all the fresh air and pleasure possible. As Mr. Frankenthal says, window trimming is not so bad when so many of them can buy automobiles and go to Europe.

Speaking of going to Europe, J. A. Koerber, decorator for Strawbridge & Clothier, Philadelphia, sailed for Europe July 7 on the Kronprinz Wilhelm from New York, his family coming over to the metropolis to see him off. And thereby hangs a tale. Mr. Koerber thought it would be fine for a few kindred spirits in the profession to get together the night before, on Monday, at the Martinique Hotel, and so he dropped a postal to Messrs. Frankenthal, Wendel, Allert, Richter, Tischman and Zegers to meet him. When he reached the Martinique he found Mr. Frankenthal and they rejoiced together. But where were the others? They waited a while, but finally went over to the steamer, which was to sail in the early morning. A few days later Mr. Frankenthal met some of the others, who insisted they were there on time, but that Messrs. Koerber and Frankenthal were absent. The mystery was solved at length when the postals were produced and it was discovered that every postal except that of Mr. Frankenthal specified Tuesday night instead of Monday night, and Mr. Koerber's loyal friends were waiting for him at the hotel when he was out on the ocean.

It is getting to be the accepted custom for visiting decorators to look up Mr. Frankenthal at Altman's when they come to town. The dean of the New York profession always keeps the latchstring out and has a hearty greeting for display managers generally. Among recent visitors were J. M. Walters, display manager for the J. W. Robinson Co., Los Angeles; Mr. Jones, of Mandel Brothers, Chicago; and Mr. Potter, of St. Louis, president of the National Association of Window Trimmers.

It is interesting trade testimony that we hear at Altman's. Mr. Frankenthal and Mr. Ellis both testify to the highly satisfactory sales record that is being made. Instead of trade dropping off in early June, it has continued right on up to present writing, and we are told that a really holiday business in volume is being done, the capacity of the elevators often being taxed to take care of the crowds—and to fully the extent that they are in holiday time, while the rush has greatly interfered with vacations. There is one interesting reason given for this condition. The automobile business has taken trade in many departments right out of its old channels. People are touring in their machines more than ever, and they have their

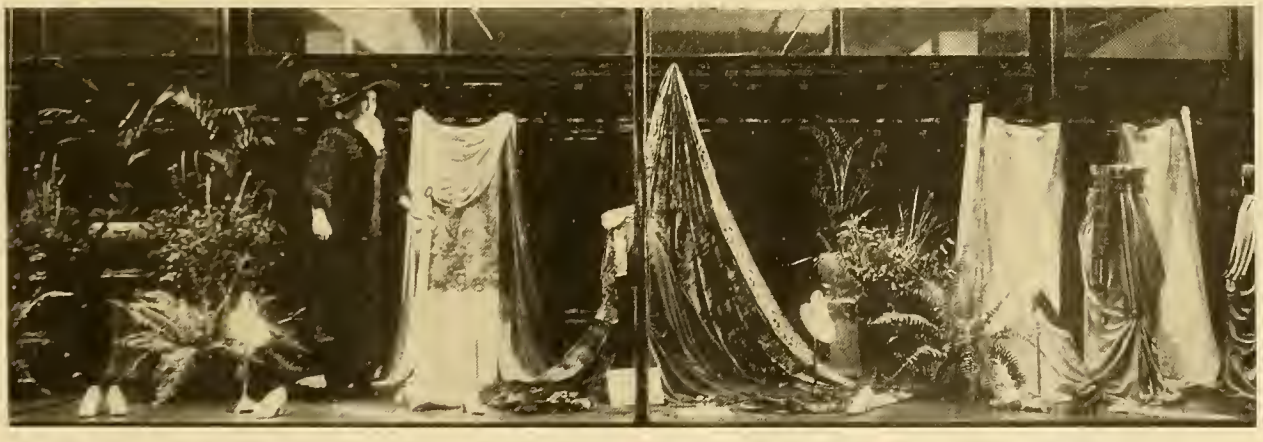


Plate No. 9040—Opening Display by John W. Turley for Brown Thomson & Co., Hartford, Conn.

This was one of a series of fall opening displays. It was intended to show the new patterns in dress goods which were draped in various ways. The figure at the left was fitted with a draping of crepe de chine and a wrap of brocaded velvet trimmed with bands of fur. Shoes and other accessories were shown in this display.





Plate No. 9041—Fashion Show Window by John F. Webe r for Mabley & Carew Co., Cincinnati, O.

In the big fashion show held by the merchants of Cincinnati last fall this display was awarded first prize. It was a remarkably rich setting but much of its attractiveness is lost in the somewhat faulty photograph which had to be made in two sections. Placed diagonally across the left end of the window was an immense frame finished in plush and gold. Inside the frame was a curtain of rich plush and in front of this was posed a handsome figure. At the other end of the display there was a doorway in front of which another figure was placed. The merchandise was all of the richest kind. It was displayed in an unconventional way.

autos with them in the country. They are running into little old New York every few days, partly for entertainment and partly to replenish their wardrobes and necessities of various kinds. It is evidently true that the automobiles are proving of great assistance to metropolitan business this summer, especially the houses in the Altman class.

Mr. Frankenthal has been putting up a lot of charming drapes in black and white stripes. They can't get enough of this material, he says, and are fairly eating it up. Many gowns are shown in loose blouse effect at waist, with fabrics falling straight past the waist, and with filmy net sleeves from shoulder to wrist.

A BUSY DECORATOR

The writer met J. A. Scott, decorator of The Hilton Company, clothiers, the other day—a hard man to find, looking after the windows of nine stores from Chicago to Boston. He goes to Chicago four times a year; to Pittsburgh every week or ten days; same with Boston; other stores every week. People who know Hilton's know that, having the clothing foundation right, their success is due to their windows. They have "some windows." The clothing is not simply put into the windows. There is a dash and meaning apparently from every little curve in the clothes on display. The clothes have a rakishness about them and they are shown right to the top notch. The windows are "individual." Mr. Scott has been five years at Hilton's, graduating from the department store school, including Macy's and Simpson-Crawford Co.'s. When he started with Hilton's they had three stores. Now they have nine. "This is the first firm I have ever been with that knows fully the value of windows and they are getting every dollar possible out of them." Hilton's do no advertising, except enough, we understand, in one or two cities to protect their trade-mark name. But they do no advertising to sell goods in the printed page. Hence all the business is brought in by the windows. Surely some job for the windows. Mr. Scott works with two assistants, one remaining in Chicago all the time, the other traveling, taking in Pittsburgh and Philadelphia one week, and the East the next, reversing the order with Mr. Scott. "I spend all my time on the setting of the merchandise," said Mr. Scott. "Many people are yet much concerned about their backgrounds. We have won out here by putting all our energy in striving to make the appearance of our merchandise perfect in the window."

Mr. Schmehl, display manager for The Greenhut Co., spent the last week of July and first week of August with his family at his cottage at Mountain Lakes, N. J., and will now doubtless perfect plans for the setting for the eighteenth anniversary of the company, the celebration of which begins the first week of September. The arrangements for this event, from a merchandising standpoint, are exceptionally well planned. The opening is just after people have come home from the country and when the children are getting ready to go to school. The celebration is continued through the month, with the openings of the various departments, and the elaborate setting is maintained in place throughout the fall, while as the holiday season approaches the additions of the holiday decorations are made. The company spends a good deal of money in preparing for each anniversary celebration, which is advertised in the papers, in their windows, on their trucks, and in many ways, and the proper way of one event dovetailing into another is exemplified here in an ideal way. One of Mr. Schmehl's assistants, who has been under his tutelage for six years, Joseph Pompan, has lately gone with

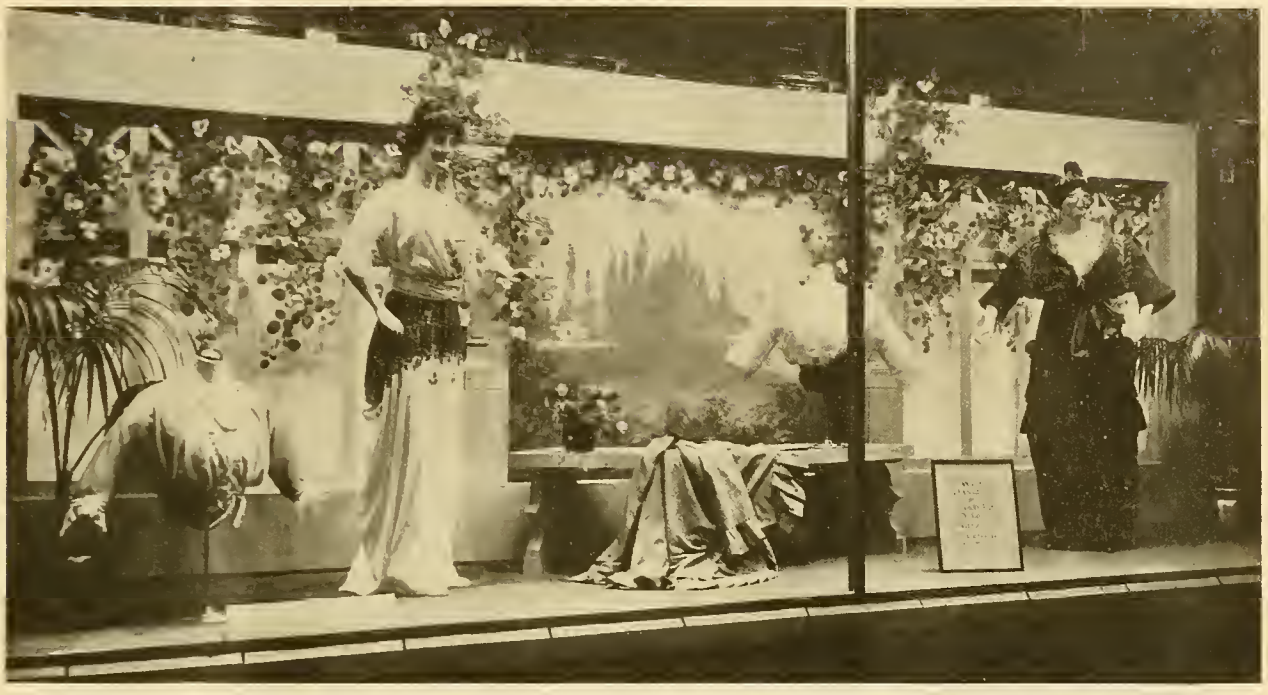


Plate No. 9042—A Fashion Show Display by Julian B. Slaughter for Block Bros., St. Joseph, Mo.

Many of the details of this attractive setting are lost in the picture, but enough can be seen to get a fair idea as to the general decorative scheme. The framework was placed in front of the permanent background which was entirely hidden by scenic paintings. At either side of the opening was a plaster pilaster in full relief, and at the ends was an open lattice work design that was covered with flowers. In the middle was a curved bench.

the Gilchrist Co., of Boston, as assistant decorator. Mr. Schmehl says that business has been very well maintained at The Big Store during the summer, considering general conditions. There are some conditions of July that make for a little revival of retail business, like the dividend and interest payments the first of that month, the stock-taking and subsequent sales, and the offerings of manufacturers' overstocks, that for years have sought the big department stores for sale during July. The Greenhut Co. is the strongest single factor in the lower Sixth avenue trade and are making a great contest for business. The bargain tables they have clear down the wide center aisle are always crowded with men as well as women getting hold of the undoubted values that are offered. The fact that The Greenhut Co. do not have the great fixed charges on plant or rentals that have to be met by the stores uptown is a factor that is no doubt of material assistance in their putting up the winning contest for trade that they are making.

THE WANAMAKER IDEA

For carrying out in the windows the ideal in the owner's mind, doing it in a splendid way, and conveying the spirit of the store to the people, it is hard to find anything to exceed the Wanamaker Philadelphia store. We know it is the spirit of the store because we have noted the display of handsome, elegant stocks, closely read the ads, and heard the remarks of chiefs to buyers, "It is your business to keep your stocks complete; it is a reproach not to be able to supply a demand for anything in your line at a moment's notice." Here is a window that shows the Wanamaker spirit. It is thus ticketed: "This is the season of delightful week-end parties to the Wanamaker store, as everything for the comfort and convenience of hostess and guests is present." Here is the window picture of a week-end: Hostess standing in back, center, in door of Colonial peaked porch, with big settle at each side of her against sides of porch. Remainder of background gold, with crimson ramblers running over back and porch. Hostess stands on floor of red brick on porch, surrounded by light brick, and clasps hands with guest who has come up red brick walk to porch. Gravel each side of brick walk. Trunk at left side on gravel, with suit case and little girl sitting holding dog by leash. Big summer chair in rear. A guest is walking on the other side, with a parasol, near an arbor covered with wisteria.

Here's a sign in another window revealing the same spirit: "Replica of famous coronation chair in Westminster Abbey that was damaged Thursday. A bomb was exploded under the chair, which contains the famous stone of Scone, on which tradition has it the luck of the British monarch depends." The window was put in just two or three days after this suffragette outrage. Chair in center, British colors at each side. Dark blue rug on floor. In center, front, crown on red cushion on pedestal, covered with Brit-



Plate No. 9043—An Opening Setting by P. M. Ciernia for Field, Schlick & Co., St. Paul, Minn.

Here is a setting that could be used for a fall opening display. The lower part of the background was a porchlike effect made of cement blocks below and a wooden structure above. The cement blocks were made especially for this display. At the back was a scenic painting and flowers were used in profusion. Several lamps in fancy shades helped out the effect. A setting of this sort representing a porch has the advantage that it can be used appropriately for displaying either indoor or outdoor clothing, and it will serve equally well for women's or men's wear. In the companion window to this one the lights were colored to give a moonlight effect that was novel and pleasing. In it was shown evening wear.

ish colors. Union Jack at one side. Bust of King George at right, facing entrance to store. British lion at front, in stone, at each side—altogether a truly royal and most timely window, illustrating the resources of the store.

It will interest many merchants to know that Mr. Wanamaker is in his place every day, spending most of his time in the Philadelphia store, but generally coming to New York for a day or two every week. It appears to be not at all the old story of the successful business man coming around once in a while, the responsibility all being transferred to other shoulders, etc. Mr. Wanamaker is on the job and steering the craft with his son, Rodman Wanamaker. John Wanamaker is an idealist in his business. All his life he has been reaching out for new fields to conquer in better merchandising and better store managemnet. His latest pioneer effort has been the inauguration of the Saturday holiday during the summer months, and he expresses the hope that the results may ultimately prove that it will be practical to make Saturday a holiday the year round, except possibly during the Christmas holidays. Just previous to starting the summer Saturday holiday, Mr. Wanamaker held a meeting of his aisle managers and delivered an address full of interest, emphasizing the necessity of the best kind of work on the part of buyers, aisle managers, salespeople—everybody—in order to prove that the Saturday holiday was practical from a business standpoint. It is very easy for an elderly, successful business man to drift into a kind of reactionary conservative, but not so John Wanamaker. His broad gauge efforts are inspired alike by human as well as business motives, and if we read human nature aright they will be responded to in no uncertain way by every man and woman in his employ. Wanamaker's was the first store in New York, by the way, to close on Washington's and Lincoln's birthday, as well as all of Memorial Day. Every once in a while Mr. Wanamaker gets the buyers together for a conference, especially in Philadelphia. "We always welcome an event of the kind," said one of them to the writer. "We get busy and get right over to the meeting, not because we have to, but because he always has so much of keen and peculiar interest to say to us. The people in this store are a big family, all working cheerfully for the general good, especially as the evidences are so numerous that the interests of all the employees are so close to the heart of the chief."

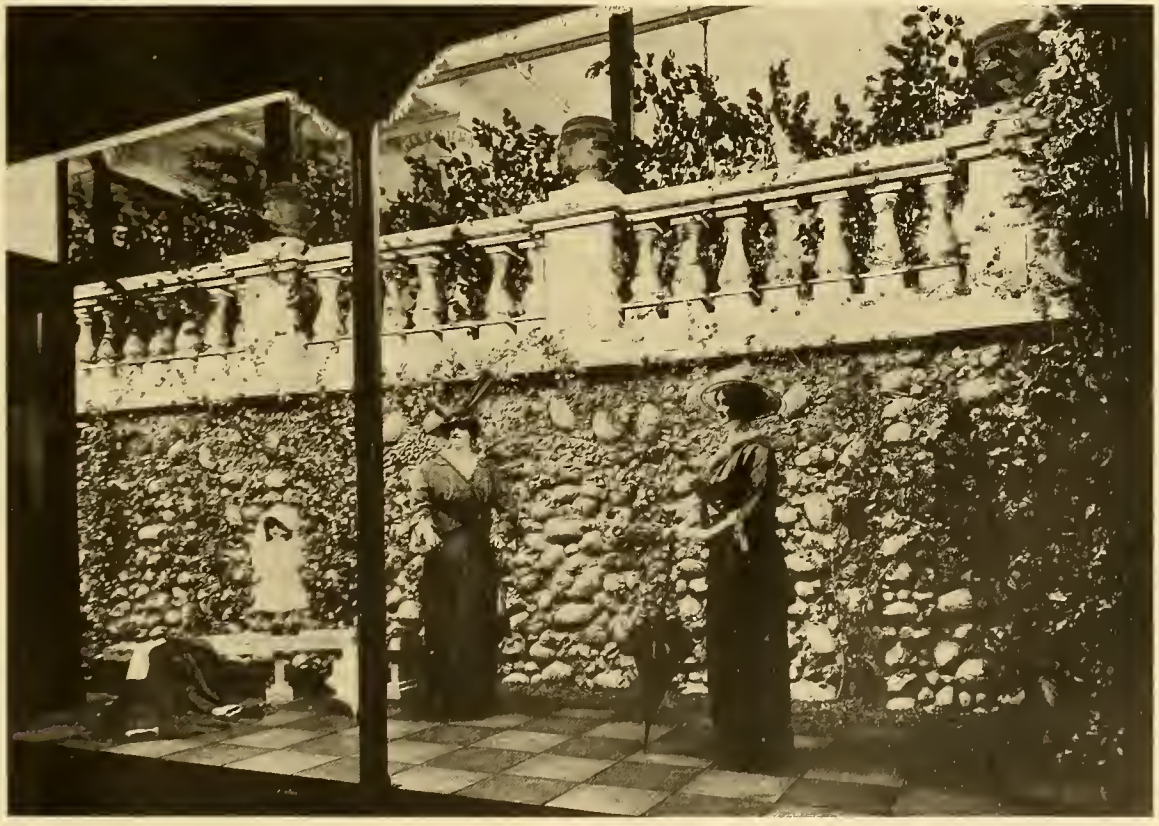
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LEADING MERCHANTS of Ft. Dodge, Ia., recently formed a "Style Show Association." which will be a permanent organization with the purpose of conducting joint style shows. The first show will be held sometime in the early autumn, probably in September. Living models of both sexes will be employed and the affair will be conducted on a big scale.



Plates Nos. 9044-5—Two Views of an Opening Display by Carl L. Grier for Hudson's Bay Co., Calgary, Canada.

The imitation rock wall was made of plaster paris with the exception of the pillars, base and coyping. First a section of the wall was made of real rocks and cement and this served as a model from which a mould was made. From this mould a sufficient number of casts were made to use in all of the windows. The plaster was then painted to represent stone and cement so closely that most people standing on the sidewalk were deceived. The stones were then covered thickly with ivy and roses. The floor was painted in two shades of tan and airbrushed. The fountain was eight feet in diameter and had six streams of water. Gold fish swam about in the basin and in the globe carried by the boy. Natural preserved leaves were used at the top. This made a highly original setting. It attracted much attention and was greatly admired.





AN INTERESTING GROUP POSED BY HARRY JONES.

Posing Wax Figures

WITHIN the past few years wax figures have attained a wonderful popularity. Stores that a few years ago refused to allow wax figures in their windows now use them in all of their important displays of gowns and other garments that show to better advantage on a figure, and the stores that formerly used a few of the figures now use many. Perhaps this is due to the greater degree of perfection shown in the modern wax figure, but whatever the reason may be it is an obvious fact that these figures have grown greatly in favor and all of the best stores are using them. Wax figure modelers are now turning out remarkably handsome and lifelike models, but the effect of the handsomest wax figure ever produced would be lost if it were handled in a careless way.

Although it seems a simple matter, considerable skill and artistic sense is required to dress and pose a number of wax figures in a show window. The dressing of the figure should be done with the utmost care. Very seldom indeed will a suit or gown be found that will fit a wax figure without considerable manipulation and padding. The first consideration in dressing the figure is—how is the garment intended to fit? If intended to fit loosely, the folds and drapery should be carefully arranged to produce as nearly as possible the effect the designer had in mind. If, on the other hand, a snug fit is demanded by fashion, a certain amount of padding with soft tissue paper will be required to round out the figure properly. All of the good points of a handsome and stylish gown may be lost if it be placed on the figure in a clumsy way. This is a matter that the window dresser should look after with the utmost care, as it is one of the most important factors in the displaying of ready to wear garments.

The posing of figures is another important matter. This applies with especial force to the flexible figures that are subject to a considerable variety of poses. Naturalness is the great secret of good posing. The amateur window dresser frequently makes the mistake of placing his figures in what he considers "striking" poses, with the result that they appear unnatural and strained. The experienced decorator, however, always avoids any attempt at theatrical arrangements and confines his efforts to making the figures appear as nearly lifelike as possible; in short, he makes them look "comfortable."

In placing the figures, all of the details of the background design must be considered and taken advantage of in setting off the individual figures. If the window has a mirror background, parts of it may be used advantageously in showing off the backs of some of the gowns. Or, as is frequently done, the figure may be made to face the window partially so a direct view of the back is given and the front is seen reflected in the mirror. Light costumes are brought out prominently by being placed before a dark background, while black and dark colors are brought into contrast by a light colored setting. All of these things should be considered in the designing of the background as well as in placing the figures later. The relation of one figure to another in placing them



THIS IS PART OF THE DISPLAY SHOWN ON OPPOSITE PAGE.

is also to be considered. It was formerly a common practice to place figures or groups in arrangements intended to give the idea that they were talking to one another. In most cases such an arrangement is impracticable because of the physical characteristics of the different figures. The most approved custom of the present day is to place the figures in such positions as will display the garments to the best advantage.

The two pictures reproduced here show good wax figures, well dressed and well posed. They illustrate two views of a notable display recently made by Harry Jones in the big corner window of Mandel Bros. in Chicago. These windows attracted much notice during the entire time they were on exhibition. They were admired not only because of the beautiful decorations and handsome merchandise, but on account of the clever way in which the figures were posed. The men, women and children are scattered about in an altogether natural manner. The photographs do not do the display justice, as the reflections are exaggerated in the pictures and confuse some of the pictures. A novel feature of this display was a large stuffed dog on each side.

Look Pleasant Please

THE CLERK who always has a pleasant smile for a customer is worth twice the salary of the one with a chronic grouch. In the big scheme of the universe there may be some place for the grouch but that place certainly is not behind the counter of a store. It pays to be pleasant.

Philadelphia Notes

JEROME A. KOERBER, head window dresser for Strawbridge & Clothier of Philadelphia, has taken a trip abroad, combining business with pleasure, and expects to spend six or eight weeks in Europe.

William Krall, for many years connected with Lit Bros. as assistant head decorator, and for a brief time identified with a specialty store, has now been appointed as chief display manager in Lit Bros.' large Philadelphia department store. The position was vacated by Mr. Bulmer, who has gone into business for himself. All of Mr. Krall's friends congratulate him and wish him great success in his new position.

G. A. Gildner, for many years connected with leading, first-class houses as specialty decorator, and in recent years connected with the large firm of Lit Bros., Philadelphia, has resigned to connect himself with Mr. Bulmer, chief decorator of the same house, going into the men's hat business.

Wm. H. Bulmer, Jr., for many years one of the leading display managers of the East, connected with the large department store of Lit Bros., Philadelphia, has resigned to go in business for himself. He is associated with Mr. G. A. Geldner. Mr. Bulmer has followed the window decorating business for the last 25 years, and his untiring efforts, coupled with his executive ability and originality, have won for him great success in the house he is leaving.

Department Store Card Writing

By G. Wallace Hess

This is the twelfth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

A GOOD SHOWCARD writer, as a general rule, knows more of lettering, as used throughout the graphic arts, than any other workman in the lettering fraternity. As cardwriters, men adapt and use every trick known to the trade to combine speed and general appearance. A good cardwriter could go into a large engraving house and make himself valuable in many ways. As an illustration, I will cite the opinion in which the State street man of one of the largest engraving and designing houses in the land thinks of cardwriting:

"Many, many times this man brought to the advertising department finished drawings to be made in the daily papers. These usually came in late in the afternoon. Changes were often necessary in prices on same or prices had to be added. My den was next to the advertising office, and it fell to my lot to make these changes and additions for him. He generally stood at my elbow while I did it. This went on for years.

I finally left State street. This man started in business for himself. I am in an establishment where we do much work for the trade. One day this man phoned me to come over to see him and get some work. When through taking his order he said: "Hess, when you were on State street you used to add prices and changes on drawings for me. You did in a minute what it would often take our artists half an hour to do. Won't you come over some time and show our men what pens, brushes and color you used? We will gladly pay you." This man realized the tremendous labor saving by a man outside his line applied to his business, because he had seen that man at work. You can often gain more knowledge by carefully watching a good worker at work than you can by going to school.

In card Number 1 is shown a layout which in itself is good—used often everywhere—but to my mind it is faulty in one respect. Looking at the card the first thing you see is "lace curtains." The principal and strongest part of the card rests in the last two lines. Personally, I would say a card of this kind should have no display line or lines but that all lettering should be uniform.

In card Number 2 the difference is apparent. What first hits the eye is "Fall styles," "Women's Waists" and $4. The three principal things are here embedded in one's mind at a glance.

In card Number 3 is shown a music pen card. Large houses in later years, during opening week, generally scatter cards throughout the store in cases calling attention to the opening. Lots of this stuff can be made ahead of the time it is wanted. The border design in card Number 4 is one made about ten years ago as a three-column newspaper announcement. It is safe to say that if anyone desired to use it now he could simply cut the stem of the initial "A" carefully and have an engraved









photograph the reproduction shown here providing no blemishes show (and they really do) make a cut the desired size, mortise out the center and use same for a newspaper announcement of fall opening.

The initial can be pasted anywhere at the side by simply connecting the stem. It will be observed the drawing can be used landscape or upright. Lettering was outlined with number 4 Soennecken pen.

In the September issue I will show a variety of letters made with the different pens in the same sizes as made, specifying the pen used in the making.

Card Number 2 in this series was made with No. 6 rigger brush, the same brush being used on third line card Number one, the other four lines of the last named card were made with the music pen.

The general consensus of opinion is that the laying out of a card and preparing copy for cards are the hardest things for a beginner. As to the former, study good ads, the covers of high class catalogs which are generally reproductions of hand drawn lettering, and the showcards of other workers. As to the latter, subscribe for a high class metropolitan paper. The big stores are generally ahead of the smaller ones in advertising the new modes and you will gradually see where by shortening a newspaper heading a little you can get good copy for a sign—and what is still more, this process of elimination may start you upon the right road to the advertising line.

Certain it is that by using your eyes and head you can accomplish a great deal in carefully picking to pieces the general schemes used by a big store and applying them to yours.

To use a strong expression, there isn't anything that a big store "won't try once" if it savors of merit or time saving, and it is by trying out every feasible suggestion offered that they have reached their high state of efficiency.

Recently a young man called on me. His physical appearance denoted he was run down. Commenting on it, he informed me that he was getting $25 a week as a trimmer and cardwriter, and that he was working as late as midnight five nights in the week, and often until 2 a. m. making signs on the side and cleaning up more than his weekly salary. Now, that game is not making money nor seeing life—but it certainly is seeing death. No man can keep that pace up and be well. Professional men will ultimately take from my friend for medical advice his hard earned money and his health is impaired besides. To the student in the residential school the correspondence school or the one going it alone I would say—don't stay up until 2 a. m. one night practicing and do nothing then for a week. A half hour or hour each day spent in intelligent practice will pay better dividends in good work and good health than six hours night work once or twice a week.



Plate No. 9046—Float Decorated by C. E. Wilson for Killian's, Cedar Rapids, Ia.

This handsome and original float was awarded first prize in a big parade that was held recently in Cedar Rapids. The design represented a large portal in white. At the top was the inscription "Killian's—The Portal to Economy." The several crests or shields with the firm's trade mark were finished in gilt. A novelty of this float was that the driver was entirely concealed, being inside the column shown at the left of the picture. It was 8 by 27 feet in size.

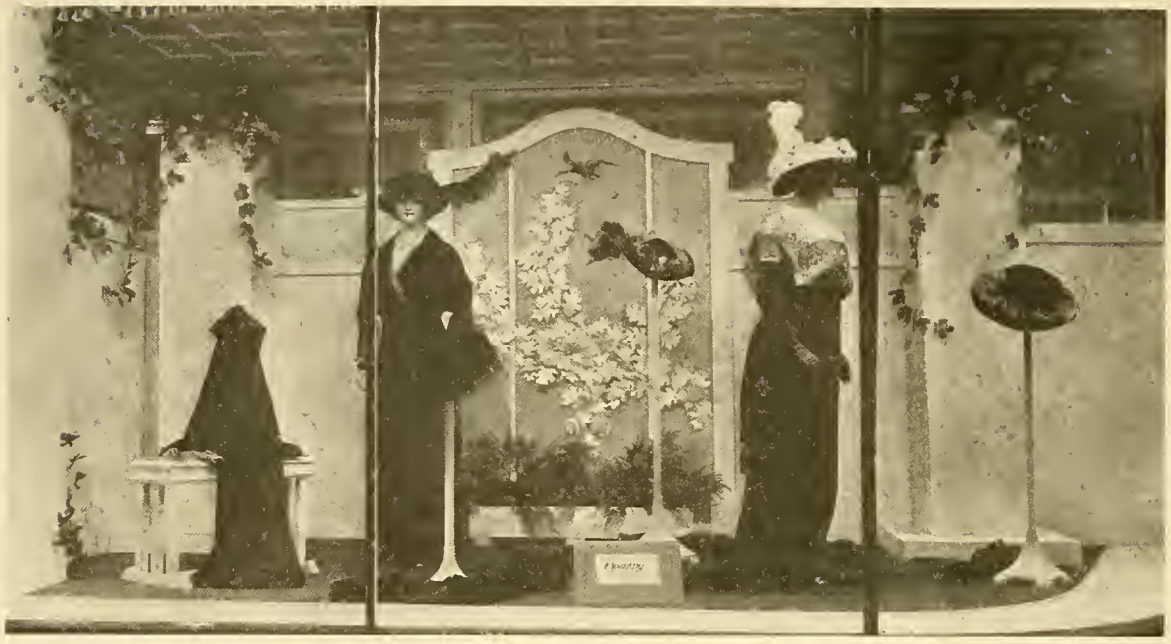


Plate No. 9047—Opening Display by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

This picture shows one of the series of displays treated in a similar manner. The color scheme was grey and white, with fall foliage. The entire background was made in sections in the workroom several weeks before being placed in the windows. Mr. Ballou has an exact floor plan of each of his windows, laid out on the floor of his workroom, and in this way he can do his planning and work as accurately as if he were in one of the windows. As the entrance to the show windows is somewhat small, the backgrounds have to be built in sections small enough to pass through the door. The one shown here was made in 15 different sections. The middle panel was a wood frame backed with muslin and painted grey. White frosted oak leaves. Two flying birds in colors were cut from wall paper and pasted to the upper part of the panel. On the floor at the base was a long box filled with moss, sprays of golden rod, adiantum and ferns in green and fall colors. Between the central panel and the post, on either side, was a narrow frame of white enclosing a scene in grey and white. These were from a wall paper border and matched the color scheme exactly. Each post was capped with protruding pieces of 2x4's and fall foliage and vines were used as shown. The main part of the background was white and had a wide base board all around. All of the woodwork was finished in white stucco. The fixtures were all home made, having been designed to fit in with this setting. Around the outer border of the floor was a strip of white covering the hardwood. The show card was a simple grey mat with white backing and black lettering



Plate No. 9048—A Fall Opening Display by Harry H. Heim for the Marston Co., San Diego, Cal.

This was an opening display showing a considerable variety of men's wear. The background and floor are of hardwood and several handsome small rugs were used on the latter. The only decorations consisted of two paintings hung on the background. Three groups of furnishings were shown—one of evening dress accessories, one of shirts and the third of cravats. A mahogany table and chair were used in this setting. The three units do not appear as distinct as they did in the window.

STORE PLANS

A New Department of Store Planning Has Been Arranged for and Will Be Placed at the Disposal of Readers of Merchants Record and Show Window—Without Charge

TWO months ago we announced that we would conduct a new department through which plans for stores will be made for our readers without charge. We were able to do this through arrangements with capable and responsible store designers who are willing to do the work in the belief that the more well planned stores there are in the country the more there will have to be.

The architects who will do our work understand every angle of store designing and equipment. They are recognized as the foremost men in this line of work, so our readers may be assured that they will receive, for nothing, the same character of designing they would get if they paid the highest-priced expert.

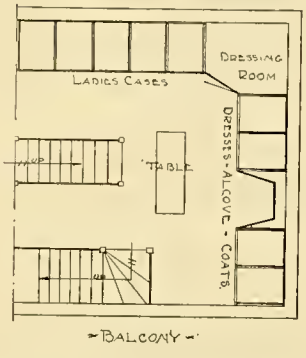
There are no strings of any kind to these plans. The merchant is obligated in no way and if he decides to use the plans furnished by us he is at liberty to buy his equipment wherever it may be had to the best advantage. The plans will be furnished to cover any part of store equipment, including store fronts, show windows, counters, cabinets, carrier systems, etc. All we require is that the plans be asked for in good faith. We could hardly be expected to spend a lot of time in making an elaborate plan for a man who had no idea of making any changes in his store.



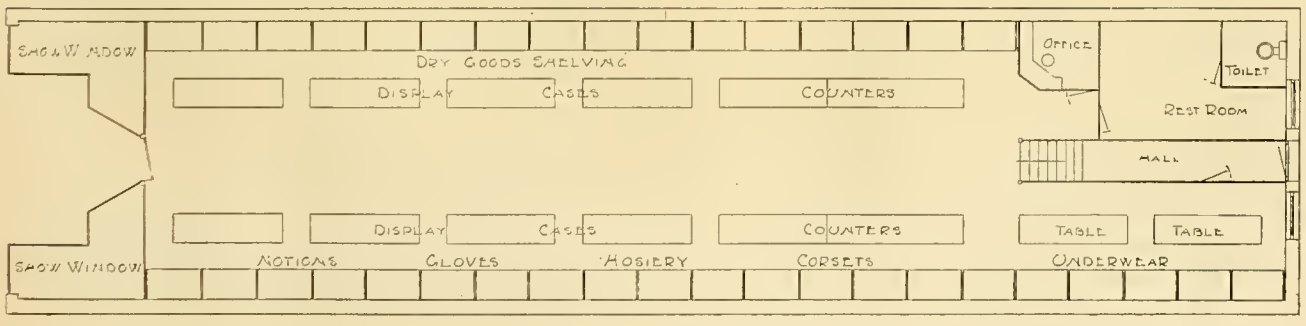
ELEVATION OF BALCONY CASES

We reproduce on this page a plan that was made for one of our subscribers who accepted this offer. This is the store of the C. F. Comstock Company, Ypsilanti, Mich. This firm was dissatisfied with the layout of their store. They sent us a rough plan of the floor and arrangement, with other information as to the lines carried, etc. From this information the accompanying plan was made. It is quite a simple plan, but it may prove to be just what was needed for this particular store. No description of this arrangement is required, as it is quite plain in the drawing.

We have received other requests for plans, and they will appear in these columns from month to month. If your store is not equipped to suit you,



we can probably help you. Just send us the floor plan and as much information as possible as to the stock carried in each department. It sometimes occurs that a department must of necessity be located in a certain place. If that is the case, tell us about it. But give us the necessary information just as you would give it to an architect, and we will get you up a plan that will suit you. The more information you give us, the better we can make the plan. In your sketch show all stairways, posts, doors, windows, and give information as to cash and carrier systems. No matter how big or how little your store may be, we will make the plan for you promptly, and you will find the plan to be as good as could be had anywhere.



THIS IS THE PLAN WE FURNISHED THE C. F. COMSTOCK CO.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

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"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . . Established 1905

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29 WEST 39TH STREET, NEW YORK CITY
MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

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*** Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*** When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*** Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

August, 1914

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Getting Ready for Fall

FALL OPENINGS are almost upon us and the time for preparation for the Autumn business grows short. Those who have not already done so will do well to make a fair-minded appraisement of their equipment to determine whether or not they are prepared to handle the business of the coming season as it should be handled. In most stores it will be found that the equipment is lacking in some more or less important respect.

It is a characteristic common to most business men to postpone as long as possible any improvement that involves the expenditure of a considerable amount of money. This trait is based upon a natural and altogether commendable desire to eliminate all unnecessary expense. But in some cases it is based more upon a misguided idea as to the actual requirements of the business, and with some merchants it applies to trifling expenditures as well as to important ones.

Frequently the difference between effective and indifferent window display is only a matter of a figure or two or a few stands. Often the success of opening decorations hinges upon a few dollars worth of flowers or other decorative materials. The difference between a good sales force and an inefficient one may be a matter of a trifling advance in salaries.

Money must be spent to make money. Far more merchants have failed through misguided economy than from spending too much money in improving their equipment and methods of serving the public. Everywhere may be found stores that are suffering from the dry-rot of overconservatism. These are the merchants who are content to leave well enough alone—they are satisfied to conduct their stores as their fathers before them did business. The days of old-fashioned store keeping are past and will return no more. Modern methods are quite as essential in conducting a store as in operating a railroad. If the store is not properly prepared to make the most of the coming season's business, it is high time that such preparations were under way.

Midweek Bargains

CUSTOM HAS DECREED that the general public shall do its shopping at the beginning and end of the week. Hence, on Monday and Saturday the average city store is crowded with shoppers, while on intervening days there is little doing. It is either a feast or a famine—one day the sales force is worked to its capacity; the next it is idle. These conditions are prevalent wherever they have not been corrected by the retailers themselves.

In a number of Eastern cities retail merchants have by co-operative methods established midweek shopping days which help to relieve the strain on Saturday and Monday, and which have also been productive of considerable additional business. In a

nutshell the idea is simply to arrange to have all the stores offer special values on either Wednesday or Thursday and then do sufficient advertising to interest regular customers and bring in the out-of-town people.

The merchants of Dallas, Tex., have agreed upon Thursday as a midweek shopping day. The first experiment was made Wednesday, June 18 with such satisfactory results that it will be continued indefinitely. Dallas has unusual railroad and transportation facilities, and it is fully believed that the midweek bargain days will bring in large crowds including many who formerly did comparatively little buying in Dallas because of the inconveniences that formerly attended the regular shopping days. Naturally co-operations is necessary to accomplish much along the lines suggested; however, co-operation is becoming the rule rather than the exception in every community of live merchants.

Suburban Day

THE RETAIL MERCHANTS of Kansas City, Mo., have hit upon a mighty good idea that is explained in their slogan "Every Wednesday is Suburban Day in Kansas City." As in most other big cities, Wednesday is a light trade day in Kansas City and the merchants set about to remedy this. They succeeded in a highly satisfactory way by calling Wednesday "Suburban Day" and offering special inducements to suburbanites to come to the city on that day instead of coming on Saturday when the stores are already crowded. The movement practically means the providing of a Saturday in the middle of the week for the benefit of the suburbanites. The first "Suburban Day" was tried out last month with such success that it has been declared a permanent institution and it will be continued indefinitely.

It is a good arrangement for all concerned. Suburbanites are assured of special bargains every Wednesday and they can do their shopping far more comfortably than they could in the usual Saturday crowds. The merchants are pleased because business is spread out more evenly. The salespeople are also helped as they are relieved to some extent of the Saturday rush. On the first "Suburban Day" it was noted that not only were the suburbanites present in large numbers but that a great many farm women were also on hand to take advantage of the unusual offerings. "Suburban Day" in the beginning owed its success largely to close and effective co-operation between the merchants combined with liberal advertising.

AFTER selling wines and liquors in their grocery department for many years, Gimbel Brothers' Philadelphia store discontinued this custom on the first of June. Their entire stock in this department was closed out in a few days.

Wholesale Shoplifting

PITTSBURGH MERCHANTS during the last three months have been the victims of systematic shoplifters and all stores, large and small, contributed their pro rata share toward loot valued at more than $10,000. Last month the police arrested four men and six women who are alleged members of the gang of professional shoplifters. They have been held for court on charges of larceny and receiving stolen goods.

The thieves were followed to a tenement in a side street in the North Side district, where the loot was found stored in trunks, hampers and dry goods boxes ready for shipment. Among the stolen articles were entire bolts of silks, rare laces, hundreds of pairs of silk stockings, furs, silk waists, gowns, and practically every article entering into the stock of a general women's furnishing store. One of the women confessed to the police that she and her confederates had contemplated using the goods in stocking a store they were about to open in Germany. All the packing cases and boxes of goods were labeled ready for shipment, and the police believe that many articles have already been sent abroad.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.
EDWARD P. BURNS, Toronto, Can.
C. E. WILSON, Cedar Rapids, Ia.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



A PHOTO TAKEN IN CONVENTION HALL—THIS PICTURE SHOWS ONLY PART OF THOSE ATTENDING THE CONVENTION AS MANY WERE ABSENT WHEN IT WAS TAKEN.

Seventeenth Annual Convention

Meeting was an immense success—Larger attendance than at any previous meeting and more enthusiasm shown—Country represented from coast to coast—Highly successful exposition pleases manufacturers and dealers—Next meeting to be held in New York—C. J. Potter re-elected president.

MUCH was promised for the Seventeenth Annual Convention of the International Association of Window Trimmers. It had been announced that this would be the greatest convention of display men ever held—that it would be better attended, more interesting and more educational than even the great convention of 1913—and the convention proved even greater than had been promised. From every point of view, it outran the expectations of even the most optimistic. In point of attendance there was a big gain over last year. This gain lay not only in numbers but in the personnel of the attendance. Among those who attended the meeting were the representative display men from every part of the country—from the Atlantic to the Pacific, from Canada to Southern Texas, came delegation of decorators whose names are familiar to all who are in touch with affairs pertaining to window display.

Among the decorators were to be seen many merchants who thought it worth while to attend this meeting for the ideas they might obtain. Altogether, it was the most notable gathering of this kind that has ever taken place. This point is agreed to by all who were present. One matter upon which the officers received many congratulations was the fact that the elaborate and highly interesting program was carried out practically as it had been advertised. All of the speakers and demonstrators who had been announced were present, although owing to a lack of time, two or three were crowded off the program. However, the demonstrations and addresses were numerous enough and their educational character was such as to satisfy the most critical.

In the business transacted several important changes were made which the officers are confident will serve for the betterment of the association in general. An amendment was adopted whereby the Board of Directors, which includes the presidents of all local associations, are authorized to make such changes in the by-laws as may be deemed beneficial for the organization. It is believed that the directors and the local presidents are amply qualified to judge as to what will be best for the association. Most of these men are old timers who have had much experience in the management of the affairs of the association and for this reason their judgment may be depended upon.

Another change was in the method of nominating officers. In the future this will be in the hands of a nominating committee consisting of the executive board. This change is not intended to infringe upon the rights of any member to place any other member in nomination, as anyone may send in as many nominations as he likes. The change simply is intended to eliminate lengthy debate and long-winded eloquence on the floor of the convention. Considerable time will be saved for demonstrations, and it is believed that more capable nominees will be secured. The changes were modeled after the by-laws of the Associated Advertising Clubs of the World, so there is little reason to doubt their practicability.

The selection of officers for the coming year is a practical testimonial as to the efficiency of the new way of making nominations. The officers



PRESIDENT CLAUDE J. POTTER.

chosen are without doubt the best who could have been found to fill their respective positions. Claude J. Potter of St. Louis, who was chosen President, has demonstrated his qualification for this high office during the past year. Through the organization of locals in many cities and through his personal efforts the Association has in twelve months grown and developed more than it had in its entire previous existence. Mr. Potter has been indefatigable in his intelligently directed personal work



THE BANQUET

in the interests of the organization, and it may be said without fear of contradiction that in the term of his presidency he has done more actual work than any other man in the history of the organization. His re-election as President was without doubt the best choice that could have been made.

Arthur W. Lindblom was re-elected First Vice-President, and this choice will meet with the approval of every member of the Association. Mr. Linblom's high standing as a decorator and his active work in local and national association matters make him eminently qualified for his present office. Mr. Lindblom may be depended upon to do his share in advancing the interests of the Association during the coming year.

E. D. Pierce of Rochester, N. Y., was elected as Chairman of the Board of Directors. This is an office of the utmost importance, and under the changed by-laws it will be even more vital in the affairs of the association. No better man than Mr. Pierce could have been found to fill this important post. He is intimately acquainted with the needs of the association; he is broad minded and does not lack in initiative. As Chairman of the Board of Directors last year, Mr. Pierce proved himself a most useful officer. During the coming year he may be depended upon to handle the work that comes within his jurisdiction with energy and good judgment.

P. W. Hunsicker's record as Secretary of the Association for several years past is so well known that it is enough to say that he was re-elected to that position. Mr. Hunsicker is one of the oldest members and for a number of years he has held the position of Secretary. He is fully conversant with all of the details of this exacting position and during the coming year he expects to introduce a campaign for new members that will result in a big increase. The other officers elected are all well seasoned men who may be depended upon to fulfill the duties of their respective offices with credit to the Association and to themselves. It is a collection of capable and earnest workers who may be looked to with confidence to perform big things during the next year.

While the regular program was exceedingly interesting, the exposition by manufacturers and dealers in window decorating and card writing supplies of all kinds, was looked upon by the visitors as of equal value from an educational point of view. There were approximately one hundred exhibitors, although there were less than seventy booths. The demand for space was so great that in many cases three or more exhibitors made their displays jointly. These displays were a revelation to most of those who saw them. Every manufacturer or dealer had made a special effort to show his newest and most attractive goods to the best advantage and some of the exhibits were real works of art. There were nearly twice as many exhibitors as last year and all of them expressed themselves as highly pleased with the results. A considerable number of exhibitors from New York were present with elaborate displays of fixtures and other appliances of interest to the decorator and card writer. This was the first time that some of the Easterners had exhibited their lines at a Western convention, and these were the most enthusiastic as to the advertising value of the show. It developed that a large proportion of the visitors to the convention were authorized to buy and numerous big sales were reported. The fact that was impressed forcibly upon every exhibitor was the tremendous buying power of the men who attend these annual conventions. It is safe to say that at future conventions every live dealer in appliances or materials for the window dresser and card writer will be present.

NEXT MEETING IN NEW YORK

Another important step in the history of the Association was made when it was decided to hold the next convention in New York. The past three conventions have been held in Chicago and have been notably successful. Each year has showed a substantial improvement over the preceding year.



HERE ARE MOST OF THE PRIZE WINNERS.

These three meetings have put the Association "on the map" in such a way that there can be no doubt as to its future—the success of future conventions is assured, and it appeared to be the consensus of opinion of those who attended the Chicago meeting that the time has come when the best interests of the organization will be served through alternating the yearly meetings between the East and West. This course will serve to dissipate any idea that the International Association is sectional in either membership or sentiment.

A superficial canvass of those in attendance at the Chicago meeting indicated that practically all of them will attend the New York meeting next fall. This applies also to the manufacturers from the West who have expressed themselves as well satisfied with New York as the next convention city. Judging from present indications, there will be a large delegation of Western manufacturers and dealers at the New York show.

There is every indication that the New York convention will be a big success. The Merchants' Association of that city, which takes in manufacturers, retailers and every other line of industry, has assured the Association of its heartiest co-operation. Every inducement that can be offered will be extended to merchants and display men to be present, and these inducements will be of such a character that no one interested in window display can afford to miss this meeting. A more or less general outline of what is to be expected of the next convention will be found embodied in an address made by John H. True, which appears in the report that follows.

It is to be regretted that the limitations of space made it impossible to print all of the addresses in full in this issue. A general report follows, together with a few of the talks made by some of the speakers and demonstrators. Other addresses will be published in coming issues. Following is a detailed report of the convention:

OPENING SESSION

Monday Morning, August 3, 1914.

President Potter in calling the 17th Annual Convention of the International Association of Window Trimmers to order said:

I am not going to presume upon your time in making any speeches because we have men here who are more able in doing that than am I. In welcoming this association and its members to this convention I feel that that task has been left to a man who can ably do so, and who possesses the ability of making you welcome and I want to introduce to you Mr. William R. Moss of the Chicago Association of Commerce.

OPENING ADDRESS

In part Mr. Moss said: Mr. President and gentlemen: I consider that I have been greatly honored in being given the opportunity to give to this association a word of welcome. I am glad that the Association of Commerce saw fit to honor me in that way and I feel, gentlemen, in being here to give you this word of welcome that while I speak for the Chicago Association of Commerce I really speak for the substantial interests of the whole city.

The Chicago Association of Commerce represents 4,000 business organizations that have grouped themselves in the association to do the best they can, not for themselves primarily but for the great city here by the lake. They are not idle dreamers but they believe that in doing that which is for the best common interest of the great city we all love, they are doing what is best for themselves, and, gentlemen, standing here this morning to give you a word of welcome for this great association



1ST PRIZE CLASS 1—J. M. W. YOST.

and for this great city the thought that is in my mind is that we are welcoming you for what we know you can and will be glad to give to us.

I do not consider it a part of my duty to speak to you of Chicago any farther than this, because as I interpret the spirit of Chicago we are glad to welcome you to our midst, and welcome to our midst any and every organization that has back of it the spirit which this organization has. Gentlemen, as individuals, we learned a long time ago that as a definite, concrete, day-to-day proposition this is a rule of life: THE WAY TO GET IS TO GIVE.

If Chicago gives to you what I hope it will, it will be because in your stay here you get a chance to meet the men of Chicago face to face, and have handclasp to handclasp. And I want to say to you this: That the men of Chicago, the men who are doing things, the men who are carrying the great loads,—if you can only get a chance to reach out your hands to them and say, "My name is Johnson, I am here and I am glad to meet you" you will find that they will come right back. The veneer is mighty thin and easily broken that makes people feel they are cold and austere and selfish. It is because they appreciate that they cannot be those things and succeed. And those things, on behalf of our association and as far as I can on behalf of Chicago I give to you with my sincerest hope that you may not only have the formal welcome but that you will feel this in every way you can, and that you will avail yourselves of every possible opportunity to meet the men of Chicago face to face and handclasp to handclasp, and you will be doing good for Chicago if you avail yourself of every opportunity to do that.

Perhaps you are wondering what this association has to give to the great city of Chicago when you are met here for a special purpose. Well, I would like to tell you. And it is one of the things that I, as an individual, get from it, and what I know is the common experience, What, gentlemen, is it that appeals to the outsider observing your work that is characteristic and distinctive, what is one of the first things that is at the bottom of being a good window trimmer? It is THE POWER OF INITIATIVE. You have to originate ideas, you have to see the picture of the window. Oh, it is easy enough to carry out the other fellow's orders, the rare man, the men of five, ten, twenty-five, fifty thousand dollar salaries. The men of ideas that are gaining fame and bringing things to concrete fulfillment and making reputations are a bunch of men who in daily life are men of initiative. The men at the head of the Chicago Association of Commerce are looking for men, hunting for men with initiative, not men who know it all, but men who can dream and think, who open the ground, doing the daily work, with their heads down and minds up and seeing, yet all the time making their work concrete.

There is not a man who ever did anything in window trimming who did not at one time have a grand idea that a thought would work out, and when he got at it and worked it out and had gone to the expense of having it done, found it didn't produce results, was blue and discouraged, and you had to go at it all over again; and, gentlemen, it is mighty fine to take stock and find that



1ST PRIZE, CLASS 2—CARL W. AHLROTH.



1ST PRIZE, CLASS 3—G. C. BOULTBEE.

you are not the exception to the rule. So, to the business men of Chicago you give us much in your lesson in initiative.

Now, gentlemen, you give us a lesson in how to make the ideal concrete and definite. I have been interested in looking over the men as I saw you in the elevator, as I saw you yesterday afternoon and as I see you here now. You run to a type and there is nothing long haired in the type. The day was when we thought we could picture, could pick out the artist and the musician by idiosyncracies of dress and manner, and the time was when we would look at him and say, "Oh, yes, he is great, but he isn't good for business, he is not down on earth, he is not worth a cent for business."

But you men here are different,. you wouldn't hold your jobs if you weren't. You are showing the men who employ you and you are showing the world that it is possible to be artistic, possible to be dreamers and yet produce results that are measured, and show on the right side of the ledger, and to my mind the ideal man of the business world today is the man who goes along step to step on the right path, with his head down, but yet his vision is clear, his eyes are ever forward and he sees the vision. You are proving it day by day. Your employers who have built up their big businesses had to see it years and years ago, and you have to put in the detail here and detail there and get in the foundation and see that it is broad and comprehensive, to see that the structure comes up aright, but all the while the vision is there, step by step, onward, upward to the vision.

Now then, right along that line, tell me, gentlemen, isn't it true that your work is a work of growth from season to season? They tell me that you have three seasons and that there are things distinctive in each, and a man who might build up one season finds very little by way of ideas that he has used there that he can put in the other seasons. It is a problem that keeps you studying all the while.

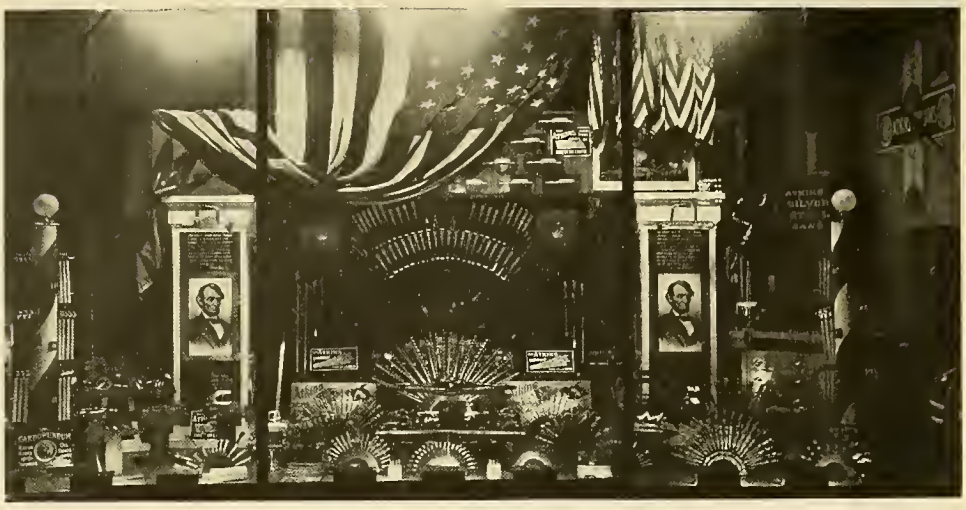
Gentlemen, what is the benefit of what you have in the Exposition Hall? I don't know from the window trimmer's idea, but from a man of the world, the business world's experience, I should say that many a man attending the convention is going around through and watching to catch a little idea here and putting it down so he doesn't forget it and thinks it over afterwards and then applies it to his line.

Am I qualified to talk to a group of men who have come here as window trimmers? I do not know, but I am going to tell you somethnig that I have done, something which might interest you and give you thoughts, and that is, for a number of years, three or four or five or six or seven times a year we go into the theatre and perhaps go into the club and get an early dinner so we can walk up State street and study the windows and we study the general background and the color scheme and we study the window from the standpoint of rules that are advertised and we will go and compare Field's with Carson, Pirie Scott '& Co's. and Mandel's with Marshall Field's and vice versa, and we will see other people in groups doing substantially the same thing. And we find that we are no exceptions; that our party is doing no different from the hundreds of thousands of others, and we will see some windows that appeal to us and we will say, "Oh my, isn't it wonderful," and it is just as wonderful and just as high and as good art as we see if we go to the Art Institute and inspect some of the statuary and fine canvases that we see there. It is fleeting but it is just as high a class of art. Gentlemen, you take this for your comfort: You are doing something to make life pleasanter and happier and better for the thousands upon the streets who go back and forth and you never know of it, and your stores never get their dollars. So you are giving us inspirations and doing general good when you come to us with your art from season to season and you show by results that you are doing it.

Then, too, you are doing this. How many of you men find it is a dollars and cents proposition that you have got to measure your ideas, the idea that looks so fond to you by the number of dollars that they will appropriate to that line of work, and if you, in the enthusiasm of the moment and in the height of that idea, last year spent fifty dollars extra they checked you up and found it



1ST PRIZE, CLASS 5—G. C. BOULTBEE.



1ST PRIZE, CLASS 9—E. L. YOUNG.

didn't pay and they said, "No, we are not going to give you that fifty dollars this time." Don't be discouraged. windows and the show case and then create in the public is the place to get them. There must be the margin You are a part of the advertising part of business, and mind the idea that they want them, and there, gentlemen, the right kind of goods and to get them in the show business divides itself out. Your one motive is to get between the cost of production and the cost of distribution, and they have to be related and there must be something given over to the stockholders by way of dividends. So you are met—no matter how artistic you are—with the sordid statement or question every little while, "Does it pay?" They will say, "The ledger shows no." And then you say that it is too bad that you can't initiate into your ideas and keep uppermost there the ideals you foster. And you think of the sordid side. And yet, is it too bad? Is it a good thing that the artistic wedges a place in the business life, knows that it has a place in the business life and knows that it cannot resist the temptation to get the dollar. I think that it is.

Now, gentlemen, perhaps I have spoken longer than is required in an address of welcome bu the thoughts is this: I want you gentlemen to know that you are really doing more for the City of Chicago in coming here and holding your convention here than possibly you realize. You are doing more for the people at large in putting out artistic windows than perhaps you realize. And possibly it may be encouraging to have a word, a sincere word, from one who is one of the great family, one of the great multitude passing back and forth and looking at your work; it may be a word of encouragement for you to know that we appreciate what you are doing.

And so, gentlemen—and ladies—I beg the ladies' pardon, the light is very bad and I didn't know that there were ladies here—ladies and gentlemen, I am glad on behalf of our association and the City of Chicago to say "Hello" to you and I only hope that we, as a city, and as various organizations and as individuals may give to you as much hope and encouragement and zeal for future work as we shall receive from you; and Chicago takes pleasure in having welcomed you upon other occasions and we shall always accord you the heartiest welcome if you ever come again. (Tremendous applause.)

President Potter: It is fitting after such a hearty welcome that we express our thanks to the City of Chicago for welcoming us here, and I do not know of any better man capable of doing this than the man who has been asked and who needs no introduction to you. And without any further talk on my part I want to introduce to you Mr. John H. True of the Store Equipment Manufactures Association.

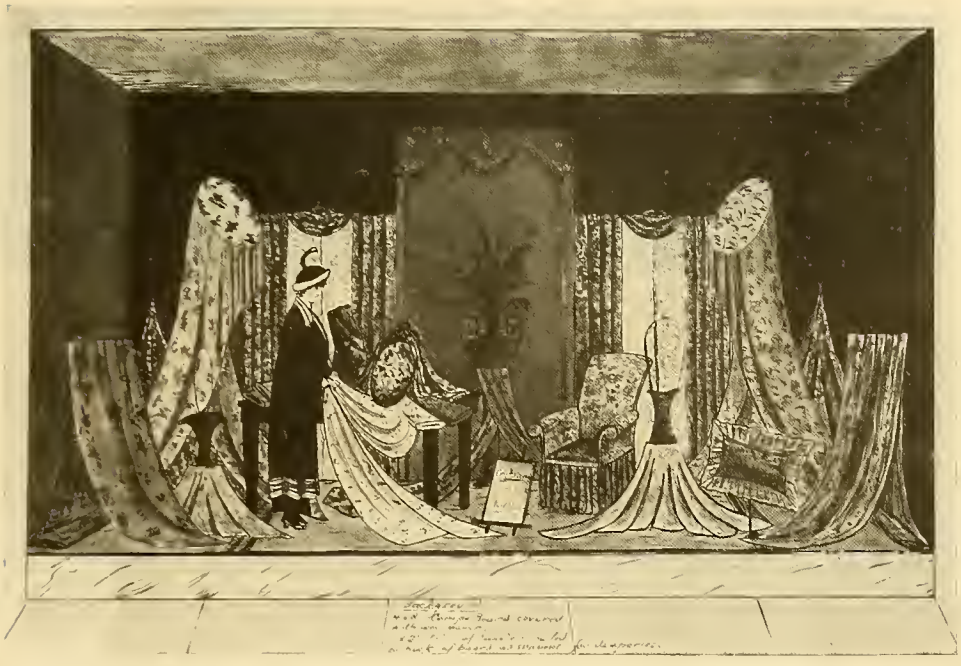
ADDRESS BY MR. TRUE

Said Mr. True: Mr. President, Mr. Moss and ladies and gentlemen: If all the members of this association had combined in council and through that council had composed a composite address of welcome it would not have come more beautiful than the one that Mr. Moss has just rendered. He has covered practically every point that every window dresser in this room would care to hear upon himself, his art and upon associated efforts.

I would like to say by way of introduction to my remarks that it was a very great compliment to the Chamber of Commerce to invite him, as he said, to address us, to address you for the welcome, so it is a very great com-



1ST PRIZE, CLASS 10—J. H. DE WITT.



ONE OF 1ST PRIZE WINNERS, CLASS 22—G. C. BOULTBEE.

pliment to you from the Manufacturers Association to select me to respond to that address. Mr. Moss has indicated to you the potency of your profession, how the exhibits of your handicraft are not merely for the merchant and his competitors, how those exhibits win not only their applause by the element of people whom you are always seeking to interest, namely the refined, cultured, educated, money spending class.

Mr. Moss belongs to a type of men, and you belong to a type of men whom it is not easy to satisfy, and if your work has attracted his attention and has brought from him the remarks to which you have listened it is an evidence that you are growing in your profession, and that you are reaching with signal success the classes of people to whom the merchants seeks to sell his wares.

I noticed with particular interest a remark that Mr. Moss made, and that was the personal appearance of the window trimmers whom he saw here today. For it is an axiom in the craft that unless a man knows how to dress himself he cannot dress a window. Mr. Moss touched upon another point which was intensely interesting to me, and that was the very great good that comes from the industrial features of these conventions, and that is the display of merchandise by the manufacturers of equipment and specialties, and we must take off our hats to our good friend George H. Lamberton, who, with his associates on the committee, some years ago—I think it was four—first started the idea of interesting the manufacturers with regard to these industrial exhibits; and so today we get a very practical education from the convention and it brings the men together, and we get something out of that exposition which brings the manufacturers together and we go one step together forward in this wonderful work of co-operation by bringing both the maker and the user of the tools into more intimate relations, in fact, the mere fact that it gives you a condensed market—if it did nothing else but that it has accomplished a great thing.

Mr. Moss touched also upon the initiative and that was one of the finest things he had to say. In nearly every form of work in this world there is some sort of collateral or direct assistance; but the individuality of the window trimmer is his taste, his judgment, his perception, his initiative; that is all he has, plus the merchandise, to assist him to do the most critical thing that any man in any department of the store is called upon to do, and I, who have lived all my life in the profession of advertising, do not except the advertising man in a department store in this. The department store advertising man has the rainy day to excuse his lack of success and has the poor circulation of the newspapers to fall back on, and the excuse of an imperfect line of papers and the fact that the buyers in the departments did not send their copy in time and the fact that there is a market somewhere else, and all that, but the window trimmer, God help him, when his windows do not pull! (Laughter and applause.)

Mr. Moss touched upon another point and that was the feelings which come over the window trimmer when his windows do not succeed. Gentlemen, there is another feeling that he suffers from, and he suffers from it keenly, and I have this from the biggest display managers in New York who I have been in conversation with, for I have had the pleasure of knowing very nearly all of them, and that is that their windows will command attention, their windows will create attention, their windows will bring about the desired end, their windows will close a sale or repeat big sellers and enable them to analyze



1ST PRIZE, CLASS 20—AAGE SCHIODT.



1ST PRIZE, CLASS 14—R. FUELLERMAN.

salesmanship and they can actually see the money come in as the result of their ingenuity of making windows, but the cold man at the head of the firm either neglects them or simply pats them on the back with a little praise. And I want to tell you, gentlemen, that the window trimmer is like any other man, I do not care what his salary is. If he does not get a little praise once in a while, a little earned appreciation, a little deserved commendation, his salary is nothing to him. (Applause.)

And I hope, some day in the course of my work in my connection with business associations it will be my lot to speak upon this point to the members of firms and I will say to them, "Do not begrudge your praise. If a man does a good thing say, 'How do you do.' Tell him he is good."

When I write a catalogue or ad or something in connection with my work I get my salary,—and I want to tell you I don't get a bad one—but if the boss did not say to me once in a while, "True, you made a hit; I read that thing with interest," why, I would feel like a dish cloth. (Laughter.)

Mr. Moss touched upon another point in which I am going to take a little keen pleasure in repeating. It certainly was one of his hits and he made a number of them and you have to be congratulated here in Chicago upon having such a speaker. He spoke of the interest that is taken by people on their way to the theatre in looking at the windows and making comparisons. Did he ever know of any body of people picking up the Sunday or Monday or Tuesday papers and making comparisons between the ads, (Applause).

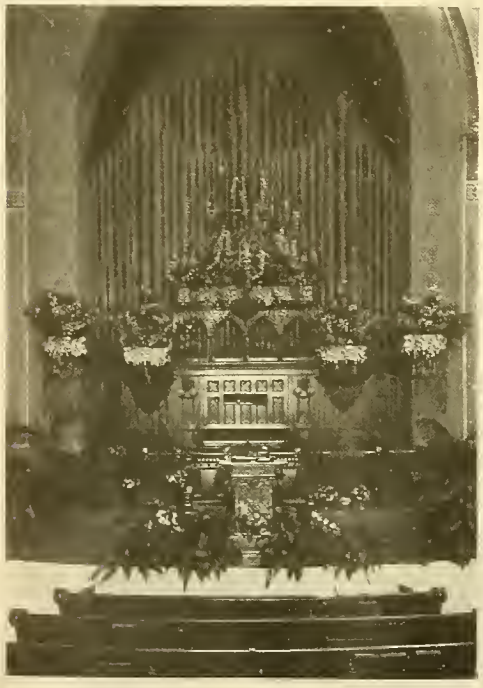
It must be very evident to the founders of this association, those who saw its early struggles—and they were struggles, struggles of different sorts—to see how this thing has grown from negative to positive conditions. It shows how this is growing when we take into account the tremendous increase in local association effort. As showing what was done in the Twin Cities and a number of other cities—I wont attempt to repeat them because my memory is not very good on names—but the general impetus that has been given this year to associate effort and the general widening out of certain irregular or imperfect conditions, it must give a thrill to the old timers to see the fruits of their early work. And I regret that I was not among the early members of this association. I would love to enjoy the growth of this.

Yes, Mr. Moss, we are a great bunch of people and we are glad we are in a great city, with its great windows and its great men and its great leaders, and I want to tell you that those are not half as great as the greatest of a great welcome. We all appreciate it. (Applause.)

I have heard at different times since my affiliation with this association, and I have noticed certain tendencies, as a man who is more or less of a moralist—who would have been a preacher if something else had not happened—(Laughter) I want to warn you all in this effort of yours, in your co-operation against unfair politics, and against knocking.

(Tremendous applause.)

President Potter: Gentlemen, please keep your seats. We have a little business to transact and we want to get it over right away. There are some committees to be appointed, as there is a lot of work for them to do and no doubt they want to get on the job right away. The next in order is the appointment of a committee on order. At these sessions we want order and we are going to have it. We may as well start in this morning and I am going to appoint three husky fellows who can keep order. They will be Mr. John Wheeler, Mr. J. D. Williams and Mr. Harry Hoile. And I would say to those gentlemen that they keep things quiet and make themselves conspicuous; and if they can't do that we can get somebody who can. We want to make these meetings as short and concise as possible and we are going to do it with your



1ST PRIZE, CLASS 15—J. M. W. YOST.



1ST PRIZE, CLASS 15—J. M. W. YOST.

help. The next is the appointment of the committee on resolutions and by-laws. I shall appoint on that committee Mr. E. D. Pierce, Mr. A. W. Lindblom and Mr. A. J. Edgell.

Next will be the appointment of the Board of Auditors. That will be composed of E. J. Berg, B. J. Millward and J. H. Hobelman. And the contest clerks will be Fred S. Pratt and M. J. Sues.

The meeting was then adjourned for luncheon.

MONDAY AFTERNOON

President Potter called the meeting to order. The first thing on the program this afternoon was the reading and the approving of the minutes of the previous meeting. The minutes the previous meeting were here read by Secretary Hunsicker.

Secretary Hunsicker: Now, there are considerable changes in the new by-laws. I have, however, made the new by-laws a part of the record and I shall pass over that part by permission of the president.

The reading of the minutes of the previous meeting was finished and adopted as read.

After some further routine business, Mr. Hoffstadt arose and said: "I wish to make a motion to suspend the rules to give the executive committee and board of directors the power to amend the by-laws and that they go into effect and during the time of this convention." This motion was seconded by T. G. Duey.

President Potter: It has been moved and seconded that the executive committee and the presidents of the local clubs be empowered to amend the by-laws. You are all aware, of course, that the presidents of the local clubs become directors, members of the board of directors automatically, and it is moved that this committee be empowered to make such amendments in the by-laws as are necessary and that these by-laws are to go into effect tomorrow morning. Now, is there any question?

Secretary Hunsicker asked to be allowed to say a word, and said: "It has been found advisable to get at as much business as we can and I heartily recommend the adoption of that resolution or motion. In that way the little different details can be taken up by the board of directors outside and you will have more time for demonstrations. As I said before, I heartily second this.

Mr. Lindblom: I second that motion. I do not think it needs any further discussion. I think the members all understand it.

President Potter: It means just this: That instead of listening to somebody reading the by-laws, going through that monotonous routine, that it be taken up by your presidents and executive committee. These men will go into session at five o'clock and analyze these articles and by-laws and the things which have been figured on to be embodied in the by-laws, and that they be made effective tomorrow morning. Are you ready for the question?

The motion having been duly made and seconded and the question put, the same was declared carried.

President Potter: Now, the next on the program is Mr. E. C. Helwig. Mr. Helwig, however, is not with us today, hence we must figure on him for a little later time. Mr. D. D. Starr, who comes next, is also absent, but he will be with us on Wednesday.

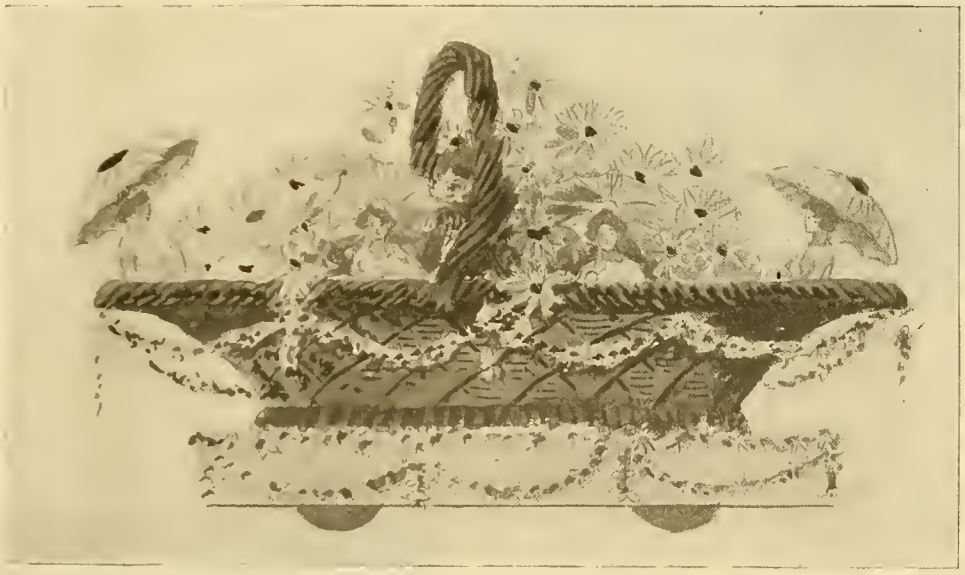
The next on the program is Mr. C. J. Nowak, whose talk will be on draping full forms. I do not believe that you need any particular introduction to Mr. Nowak. I think that you all know him. He has attended these conventions for a number of years and is a well known display man.

At this point Mr. Nowak took the platform and proceeded with his demonstration, which was enlivened by the following apt suggestions:

DRAPING, BY C. J. NOWAK, OF NEW YORK

There has often been a question in my mind whether display managers in general have improved themselves in keeping with their modern backgrounds, lighting systems, fixtures, etc. There is more salary waiting for the man who is fitting himself to keep up with present day problems. The following are a few of the qualifications the display manager should possess and cultivate:

No. 1—Originality.
No. 2—Progressiveness.
No. 3—Initiative.
No. 4—Must be diplomatic.
No. 5—Know the merchandise.
No. 6—Understand how to display the goods to their best advantage.



1ST PRIZE, CLASS 20—E. D. PIERCE.

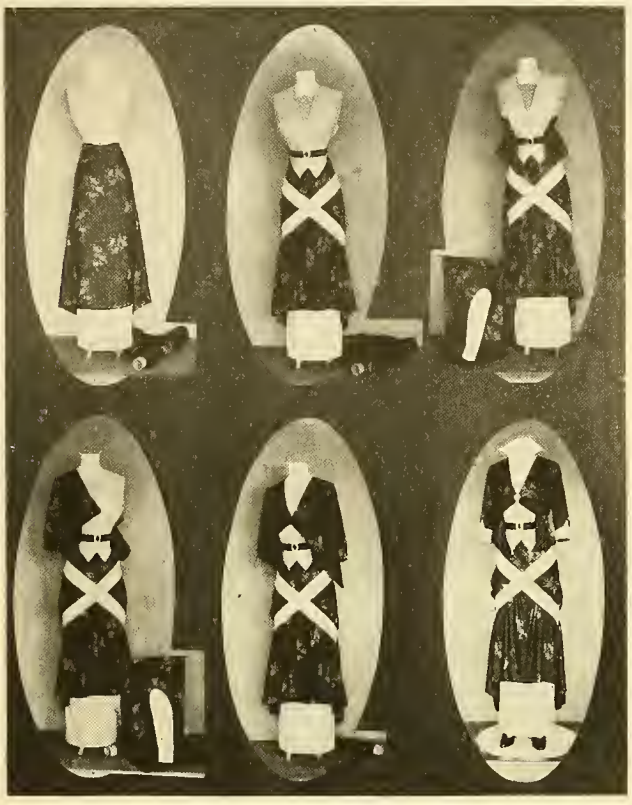
No. 7—A good knowlelge of art colors, etc.
No. 8—Possess ability of a most versatile nature.
No. 9—Must have a good disposition.
No. 10—A knowledge of how to obtain ideas both for settings, sales and proper display of merchandise.

Another important feature in the display manager's working scheme is getting the proper co-operation from the various departments of his store, and securing suitable and sufficient material for making the proper kind of displays. He should also consider the condition in which he returns merchandise to these various sections. In making a selection for a window display of yard goods, arrangement should be made so that materials that are draped on the form (which naturally play an important part) should be such that there is a reserve which would take care of all demands, so that an elegant drape need not be taken off the form for some customer or curious and prospective customer, which would defeat the purpose of the display. The display manager should also see, on the other hand, that a certain quantity of material should remain in stock to give the proper atmosphere in the respective department.

The successful lisplay manager of today must study styles, color schemes and arrangement, and must give merchandise that study which will reflect in his work, which naturally will be productive of greater results than if displays were made haphazard or without consideration.

Full form draping is but in its infancy and where

utilized by the progressive department store it has met with more than ordinary suceess. The feminine mind is constantly on the alert for the new in fashions, and the moment the display manager plans his merehandise with style tendeneies there is instant aetion. The display manager must study the conditions of his surrounding community and must feature styles that will meet the



SIX STAGES OF ONE OF MR. NOWAK'S DRAPES.

antieipation of the store's eustomers. The extreme in draping is well enough for fashion events, but as a general diet it over-reaehes the mark.

A suitable scrapbook should be always at hand for filing styles that can be used for full form draping and for general reference as well as eolor sehemes. Memory is too tricky to rely on for so many endless details.

Freakishness in display should be ever avoided, as mueh as poetry in advertising. The sublime and ridieulous have no place in the store's publieity. The happy medium only should be eonsidered.

For full form draping the display manager should give eonsiderable study to eonstruction of the material, as some weaves will drape better than others, whieh will save many a valuable hour when pressed for time. These may all seem of seeondary consideration, but are of most vital importance to this elass of work. The merchandising end in window displays should be foremost in the display manager's mind.

Novelty draping is good if used judiciously, as aforesaid freakishness should never be employed, as it distracts the attention of the eustomer rather than creating a desire of possession. Show the merchandise to the best advantage, whieh is always in neat, simple and effeetive treatment.

A mistake that is often made is placing a train on the skirt of the gown, whether it be suitable or not. A train should only be attached to such a gown as it rightfully belongs to, namely, an evening gown and garments of this eharacter. It is not neeessary to devote all your full form draping to silks and wool goods, but many effective displays ean be secured by draping kimonos, tea gowns, lounging gowns, ete., from flannelettes, fleeeed goods, etc. You will find that these will make beautiful drapes and create eonsiderable more business in these departments than they have ever enjoyed before.

There is more salary waiting the display manager who will fit himself to the present day requirements of full form draping, color arrangement and the "know how" of arranging the merehandise effectively.

Establish your store in your town as being the style store through your full form draping. You will then be foremost in the feminine mind and greater sales throughout the store will be the result. For the beginner it is suggested to choose simple models, as more progress will be made by learning to creep first.

As suggested before regarding the adaptability of fabric draping, it is just as essential to have a suitable form and proper sleeve pattern to get that snap and tone that is required in this class of work.

Another thing that may be valuable to the display manager is to choose your styles from the pattern department. Select your materials leisurely and do your form draping in your spare time. This will facilitate a good window and the work will be mueh more pleasing than if you tried to do your draping in the hot show window.

Mr. Nowak than proceeded to make the drapes shown on this page. He worked rapidly and explained elearly each step in the proeess.

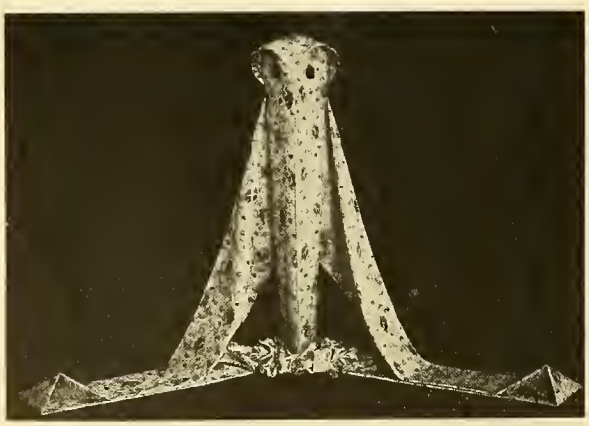
Mr. Hobelman made an address that was listened to with the utmost interest. He is not only a elever window dresser but also fully understands merchandising. He presented some ideas that should prove of praetieal value to those present. This address will appear in the September issue.

J. H. HOBELMAN

President Potter then introdueed John H. Hobelman, head decorator for B. Nugent, of St. Louis. He said: "The next gentleman will be Mr. J. H. Hobelman, who will tell us how to get the windows on the right side of the ledger. I know that his talk will be very interesting. I suppose that most of us go to the boss for money when we haven't any tangible things to show him and he always thinks that our suggestions will be fraught with too much expense. Mr. Hobelman can show us how we can make our windows an investment. However, I am not going to try to tell you, beeause I do not know and he does. I take pleasure in introdueing to you Mr. Hobelman, of St. Louis."

President Potter: I feel that we have all listened to something that was very good. I enjoyed Mr. Hobelman's talk exceedingly beeause he can put all the window trimmers on the right side of the ledger. The question of putting the window trimmer on the right side of the ledger is quite a question, but I believe that the time is not far distant when that difficulty will be overcome. I have a few announcements to make before we adjourn.

Now, gentlemen, a year ago there was a new ruling made by the executive committee and I want to tell you about it. Beginning tomorrow morning only members wearing badges and who have paid their dues will be admitted to the convention business sessions. However, we are not going to



A CLEVER DRAPE BY MR. NOWAK.

exclude those who are not members. We have prepared eomplimentary tickets and as there are a great many merchants and ladies here that desire to see the demonstrations I desire to say that to those a eomplimentary tieket will be given by Mr. Arthur W. Lindblom, our first viee-president, who will have them in charge and they can be secured at the seeretary's desk.

We do not want you to feel that because this ruling has gone into effeet that you who are not members are not weleome, because you are, but we do this for voting purposes, so we will know when members vote that those who

are voting are wearing the badges. Heretofore we gave out the badges or sold them for twenty-five cents and anybody could buy them, but we felt that the members were the only ones who were entitled to wear the badges and it will eliminate a great deal of the trouble we believe when it comes to voting. At the last convention everybody had a badge on and we did not know whether he was a member or not, and we decided to take this means of eliminating the trouble.

Following a number of announcements by President Potter, the first day's session of the convention was adjourned.

SECOND DAY'S SESSION

Tuesday morning at 10 o'clock the convention met pursuant to adjournment. First in the order of business was the reading of the report of the Committee on Membership. This was read by T. W. Wanamaker and showed that during the past year charters have been issued to the following local organizations:

Joliet, Illinois.
Rochester, New York.
Birmingham, Alabama.
Johnstown, Pennsylvania.
Dallas, Texas.
Memphis, Tennessee.
Southeastern Kansas, including Coffeyville, Parsons and Independence.
Terre Haute, Indiana.
Little Rock, Arkansas.
Indianapolis, Indiana.
The St. Louis Display Managers' Association, St. Louis, Missouri.
The Cincinnati Window Trimmers' Association, Cincinnati, Ohio.
Twin City Display Managers' Club, Minneapolis and St. Paul, Minn.
Two I Local, Burlington, Iowa, and Galesburg, Illinois.
Greater New York Display Managers' and Window Trimmers' Association.
The Southern Michigan Display Men's Club, Kalamazoo and Battle Creek, Michigan.

Mr. Wanamaker then read a long list of names of new members who had made application for membership. Upon motion, these applicants were admitted to full membership in the association.

Next in the order of business was the reading of the secretary's report. Mr. Hunsicker's report was highly interesting as it showed the remarkable gains that have been made by the association during the past year. The highly flourishing condition proved most gratifying to the officers, who have worked so strenuously for the success of the association. Secretary Hunsicker's report was accepted and referred to the auditing committee. This report will be published in a future issue of the Official Organ.

CHANGE IN BY-LAWS

The next report was that of the Committee on By-laws, which was presented by Mr. Pierce as follows:

"Now, gentlemen, I will sincerely hope that you will consider these resolutions as read. The work of the secretary has become quite a problem and means quite a lot of additional work aside from that of the posiiton he holds, a lot of work in addition to another position to take care of this. Of course, if this resolution goes through, it is absolutely necessary that we have the other one that follows:

"I also commend Article 13 to your attention:

"'Article 13. The Executive Committee and Board of Directors shall have power to amend or make any changes in the by-laws that they may deem for the benefit of the association.'"

President Potter: Before we finish that report I think it would be better to go right through with the resolution. This resolution has been carefully considered by the presidents of the local clubs and your executive committee and in this association, and they have considered these different problems very carefully, but they did not feel like making these permanent laws until a vote was taken by this general assembly. Therefore, I would like to have an expression from you regarding the first resolution given you by the executive committee on the salary of the secretary.

Mr. Hobelman said: I think the secretaryship of an organization of this kind is undoubtedly one of the hardest positions to fill, for the very reason that the man who takes the position undoubtedly has to give a great deal of his time and be away from his daily work, and we know that if he is a window trimmer that he is very busy from early morning until late at night. I really think that if a man does his full duty and covers every inch of territory in any particular field of information and reaches all his men and gives them the necessary information, he can hardly hold the position without some sacrifice on his part, and I think that the position should have attached with it some compensation so he can cover all his expenditures. The matter was taken up very earnestly by those in authority at the meeting and all felt that it was only right that he should be compensated for his efforts. I do not think that there was a man who dissented from that view. I make a motion, therefore, that the salary of the secretary be $75 a month.

The motion being duly made, with a requisite second and the question being put, it was so ordered.

DIRECTORS' REPORT

Here follow the minutes of the meeting of the Board of Directors.

Meeting of the Board of Directors. Meeting called to consider some needed changes in the by-laws.

Article 1. Name.

After several names had been discussed, the name "International Association of Display Men" was voted as the most fitting for our association.

Article 2. Change to drop the employment bureau.

Article 3. Changed to drop the office of organizer and one member of membership committee.

Add section 3, Board of Directors. The Board of Directors shall consist of the presidents of each local club, or an appointee of said president from the membership of his club, said appointment to be made in writing, signed by the president and secretary, and delivered to the international secretary on or before the first of the convention.

Section 4. Executive Committee. The executive committee shall consist of six members, to be elected by the Board of Directors.

Section 5. Each retiring president shall be ex-officio a member of the executive committee.

Section 6. Nominating Committee. The nominating committee shall consist of the executive committee and the Board of Directors.

Article 4. Drop organizer.

Article 8. Membership changed to include editors who have formerly been decorators and now with a trade journal publishing a window trimming section. Also giving local clubs jurisdiction over display men in their vicinity.

Article 6. Duties of Officers. Employment bureau dropped from the by-laws.

Section 5. Executive committee given powers to fill vacancies occurring in its own membership.

No change in Articles 6 and 7.

Section 8. Board of Directors' Duties Defined. It shall be the duty of the Board of Directors to elect the executive committee at each annual convention, and with the executive committee to nominate officers for election, change or amend the by-laws and to consider all matters of business presented to them by the members of the association.

Section 9. Nominating Committee. It shall be the duty of this committee to consider all names proposed for office and present to the convention a list of nominations who are eligible for election.

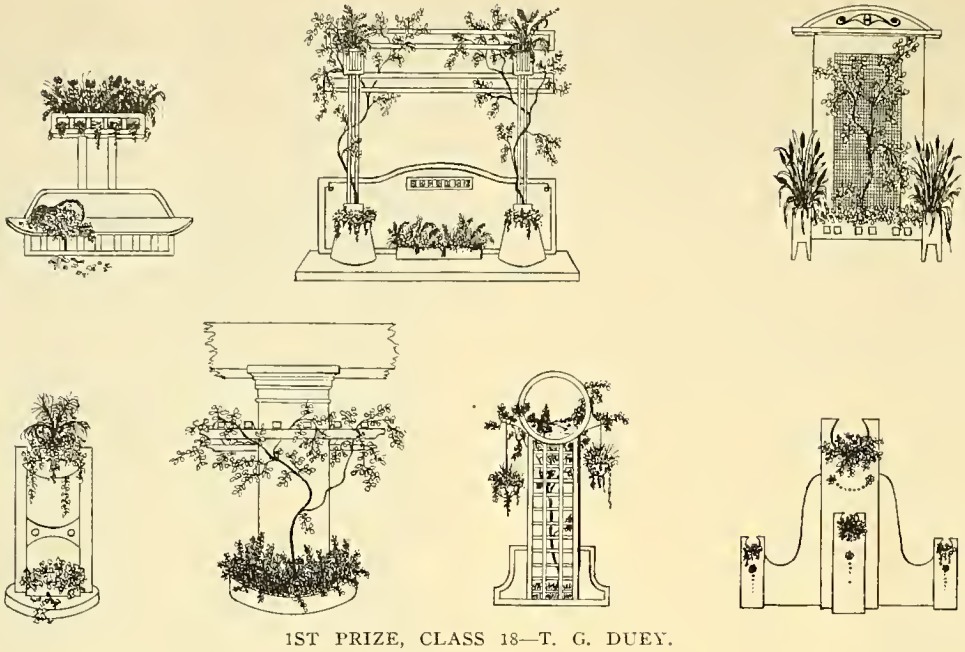
Article 8. Local clubs shall have jurisdiction of applications for membership in their vicinities.

Article 11, section 6. It is further provided that the annual convention shall not be held more than twice consecutively in the same section as defined by the Board of Directors.

Article 23. The executive committee and Board of Directors shall have power to amend or to make any changes in the by-laws that shall benefit the association.

It is recommended that a resolution be made to fix the secretary's salary at $75 per month; also a resolution that the per capita of local clubs be raised to $2 per member.

As to the increase in the per capita tax of locals, President Potter said: "This other resolution was to increase the per capita tax of the local clubs. That does not mean any of the members at large, but those belonging to local clubs, and it does not affect particularly your own dues in that local club. The presidents of those local clubs, whom the members selected to represent them, considered that a dollar per capita tax was a small propo-



1ST PRIZE, CLASS 18—T. G. DUEY.

sition to pay into the treasury of this organization considering the expense we have, so it was recommended to this body that the per capita tax for the ensuing year be made one dollar, payable every six months, or two dollars a year, from the local clubs, to be paid into the coffers of this main organization."

The recommendations embodied in the resolution were voted upon and adopted.

The by-laws will all be printed and sent to members as soon as possible and it is suggested that members familiarize themselves with them, because there are some important changes embodied therein that are important in many ways.

NOMINATION OF OFFICERS

Mr. Pierce, as chairman of the executive committee, then presented his report of the nominating committee. As to the nominations, President Potter said:

"These nominations are for your consideration and any names which you desire to suggest in addition to those already nominated may be handed up to Mr. Pierce. The nominating committee recommends the following names as nominees, but you still may nominate other members whom you have in mind by presenting the nomination in writing to the Board of Directors for their consideration.

The nominations as made by the committee were as follows:

For President—Claude J. Potter, of St. Louis.

For First Vice-President—Arthur W. Lindblom, of Minneapolis, Minnesota.

For Second Vice-President—A. J. Edgell, Brooklyn, New York.

For Third Vice-President—Harry W. Hoile, Birmingham, Alabama; J. H. Hobelman, St. Louis, Missouri; L. A. Rogers, Dallas, Texas.

For Secretary—P. W. Hunsicker, Grand Rapids, Michigan.

For Treasurer—W. J. Wright, of Niagara Falls, New York, and G. W. Hubbard, Battle Creek, Michigan.

The executive committee for the ensuing year was then announced. It is composed of the following: E. D. Pierce, E. J. Berg, B. J. Millward, H. B. Martin, Fred S. Pratt and J. H. DeWitt. With the consent of the convention, the secretary cast a unanimous vote for the new directors as named.

Mr. Berg explained the new method of making nominations, as follows: "In the years previous we have taken up a lot of time nominating men. They were all very good men, but others were better and we have taken that out of the hands of the members at large in order to save a lot of time that might be taken up in demonstrations. And all these men on the slate have good records and we know that they are serious, conscientious men and the kind of men to have at the head of an organization of this kind in order to insure its success. I am not going into detail in reference to the names this morning, because I am sure they are all well known and need no explanation at all, all the way from Mr. Potter down to the last member.

"The idea of the nominating committee is to take it away from the floor, not to overrule any proposition, but to eliminate the long drawn out talks. As Mr. Pierce has already said, if anybody has the name of any man he cares to present, all he will have to do is to submit it to Mr. Pierce and he will call a special meeting and that name will be considered."

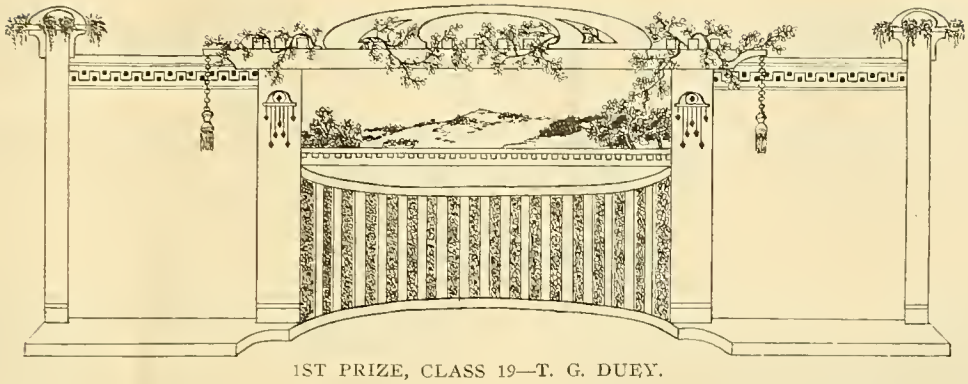
Following Mr. Berg, Edward O'Malley said: "I don't like to 'butt' into this, but I do not understand why the boys who come here, who sit out in the audience, have not a right to place men in nomination and I do not think it is right for the officers to take it away from the membership of the association.

"It may be all well enough to eliminate the talking, but the boys pay their dues and then the officers sit down and nominate for them and they are expected to abide by them. This does not appeal to me. Any man here is entitled to nominate officers without having a "slate." I think it is a wrong notion. We should give everybody a square deal. And being a former secretary and former president of this organization, I think I know something about the nominations and it is my opinion that you are not doing justice to all the members here by putting up a slate as you have.

"As I said before, I think every boy here has a right to put in a nomination. As it is, some fellow might have made a nomination, but now he hesitates in presenting it because this slate has gone forth. Here you put forth a slate and you say these are the best men; these are the fellows that the officers have picked out for you; these are the officers that we want. That is not right.

"We have always, years before, nominated through friends in the audience. We do not need to have the officers tell us how to run this organization. I think you ought to give all the boys a chance."

Mr. Pierce replied to Mr. O'Malley as follows: "The idea of this nominating board is not to slate anyone. There is absolutely nothing cut and dried, no politics in it. You gentlemen have already voted on the resolutions which call for this. As you remember, yesterday the rules were suspended and in doing that you put this power in the hands of the nominating board and this nominating board consists of the president of each and every organized local club, and you know that if a man is a president of your local organization he is certainly not coming up here to Chicago to pull off some stunt that he would not do at home. The nominees speak the sentiments of the presidents of those local clubs. Of course, these by-laws are already in effect. You have the right to put your nominee in writing. You had all day yesterday to do that. Yes, and you have all day today, and at next year's session they can be sent in a month ahead; in fact, any time during the year. Do not understand



1ST PRIZE, CLASS 19—T. G. DUEY.

by this that the nominating board is going to take these selections and throw them out when the list comes in. They are all going to be considered. Any name you present for nomination will be read and taken care of. I think Mr. O'Malley has got a misunderstanding on thns proposition."

Mr. O'Malley replied: "I do not think I have a misunderstanding at all. I am under the impression that we should take the nominees from the general assembly in open meeting. I do not think it is necessary to have any kind of secret meetings to form a slate. I think Mr. Pierce is mistaken when he says I am unenlightened about this. I know this, that heretofore the boys in the audience, the members at large, have always had a voice in the picking of the officers. Supposing you do take a little time for the election. You have as good men on the floor as you have on the list and, understand me, I am not saying anything against any of the officers. The list that was read was certainly a fine one—an A-No. 1 list. They are a fine bunch of men. But I do not think that you should put up the list and advertise them as the fellows we should all vote for. When you do that they are going to take your word for it, and naturally they are going to vote for them. I am thoroughly conversant in regard to the situation. I do not think that I am mistaken about it."

President Potter then explained: "The idea was that the direct vote be taken from the presidents of the local clubs. You know they represent something like 480 members at the present time. They talked that over, I suppose, with their members before they came here. The local clubs now exceed the membership by several hundred and that was the proposition put up, and it was suggested and taken from the Advertising Club. Every one of you has a right to submit a name to the nominating board. It gives us a lot of additional time, three or four hours' extra time. The idea is not to eliminate anybody. We want just as many names submitted to that nominating board as possible. You may be sure that they will submit them all. There will be a slate made up and printed, and that will be done before the election. You will remember that last year the nominations were made on the same day the election was held. This year the nominations were made on one day and the election is to be held on another day. That gives you a great deal better opportunity than you had before. It gives you a chance to discuss the matter and find out who the nominees really are. Furthermore, I will tell you that there were twenty-five men there yesterday representing the different local clubs making up the executive committee, and all the presidents of the local clubs, and they represent 446 paid members."

Mr. Pierce asked to be allowed to say a few words and spoke as follows: "I want to say that in presenting the nominations in this form from your local you get better men in the office than where the nominations and the election are on the same day, for this reason: As you know, there may be some friend among the boys whom all like, but his ability as a window dresser may be above that of an executive head. As an executive head you have no knowledge of him at all, but you nominate him and a few minutes after you elect him you find that he has not the requisite ability for being an officer. You find that a lot of the boys do not even know this member, but vote for him on the say-so of another member. They say, 'Who are you going to vote for?' And you will say, 'I am going to vote for So-and-so.' And they vote for him, not knowing who he is. This nominating board thoroughly investigates the man before his name is given to the open meeting and thereby insures good executives."

Mr. Hobelman also had a few remarks to make on this important subject. He said: "Mr. President, you have a question up before the house now that has undoubtedly two sides to it. In nominating men for important positions in an organization of this kind I don't think that it is an easy matter to pick the best man at random. That is true. And I wouldn't like to express myself as to the right and wrong of making a slate for presentation because there are different opinions on that, and I certainly am in favor of both opinions.

"There are some boys who think it is a nice thing to be able to get up and make a fine nominating speech and have another put a fine second to it. You all know that there is quite a good deal of enthusiasm in a meeting like that. And I think the boys all agreed, and the gentlemen who spoke, Mr. Pierce, states the proposition correctly when he says that everything was done with the best of spirit. There is no doubt that the men who were nominated are men who are willing to take the weight of the year's work, or their share, without any grumble, if they are elected. And an executive position in a big organization like this is not play-work. There is a salary attached to the office of secretary only, and the vice-president and president can spend but a very few dollars of the organization's money in traveling around the country and necessarily must do many things on their own accord. The organization does not pay for very much. And there is lots of hard work attached to it and very little credit. I never found yet a case where an officer of a big organization like this really got any credit. You have to sacrifice a great deal of your private time and your own interests to carry the office through. I think the whole thing ought to be thrashed out. I think we all have a feeling one way or the other. I do not like to see any dissention on a question of this kind. I should like to see the officers elected and everybody fairly satisfied that the men really are the men that we want. I would not like to make any comment either way. I think we ought to talk the matter over and have everybody satisfied on the most important question of the convention." (Applause.)

Secretary Hunsicker then explained his views as follows: "This is my seventh consecutive convention. There has been but one other member here who has attended all these meetings consecutively. I have had much interest in this organization and when this proposition was first put up I looked at it as Mr. O'Malley does. I thought it was a railroad proposition, but when I look back at the elections and see the different methods in the past and note the results I have been compelled to put my o. k. on this proposition and I hope it will go through. In the past it has come about that we have elected officers and been compelled to expel them from the organization before their terms were out. Is that business? It was done on the spur of the moment. Somebody got up and made a flowery speech for his friend and it sounded good and the boys clapped their hands and he was elected. But it wasn't good business. Now, this proposition stops the flowery speeches, and no doubt some of them are nice—I will admit I like to hear them—but we do not get the serious-minded candidate for our offices, and as I say it eliminates the speakers on the floor and it enables us to get good men.

"You all have a perfect right to nominate any man you want. This way the board investigates the man's history. Look down the list of the officers of the past if you want any history. Look at the books and they will show you—while we have been more fortunate lately in getting good men to look after the business—but they will show you that

we have not been so fortunate before the last three or four years, and in the old way you may not be so lucky after this. But this proposition does not cut out your rights. You have a right to nominate before the board, but you don't get the chance to make flowery speeches. That is the only difference. There are several names up for the same office. You have got to elect them. This slate is up. If you have got anybody else, put him on. If you have somebody for president, put him on. This will merely cut out the speeches and that will be the only difference." (Applause.)

The subject was discussed to considerable length, most of the speakers approving the change in the manner of nominating officers. In the opinion of President Potter and the directors, the new system of nominating will insure capable officers and will save considerable time in the con-



1ST PRIZE, CLASS 4—SAM FRIEDMAN.

vention hall. After the question had been debated from every angle, President Potter proceeded with the business of the meeting.

Secretary Hunsicker read a number of letters and telegrams from members who for one reason or another were unable to be present.

A letter from W. E. Renauld of Mobile, Ala., expressed his regret in having found it impossible to attend the meeting. J. L. Haines, secretary of the Lancaster (Pa.) local, also regretted his inability to attend. Jerome A. Koerber of Philadelphia sent a greeting to the association from Paris, France. A. J. Lewis, president of the Little Rock (Ark.) local, wrote from Denver, where he was compelled to go on account of his wife's illness.

NEW BUSINESS

Under the heading of "New Buseiness" President Potter invited suggestions as to new locals to be formed during the coming year. He asked that men from cities where no locals exist at present stand up and offer any suggestions as to the establishing of locals in such cities. This invitation met with quick responses from representatives of several cities. A display man from Baltimore, O., stated that there was a movement on foot in that city to form a local in the near future. Niagara Falls, N. Y.; Pittsburgh, Pa.; Atlanta, Ga.; Akron, O.; Cleveland, O.; Toledo, O.; Charleston, W. Va.; Huntington, W. Va., and several other cities requested information as to how local clubs might be formed and how they could become affiliated with the international association.

After some discussion as to locals, the meeting took a recess for luncheon.

TUESDAY AFTERNOON

President Potter called the meeting to order and introduced John F. Loock as follows: "Ladies and gentlemen, the next on the program is a demonstration on men's wear by Mr. Loock. Mr. Loock is a window dresser for the McFarlin Clothing Company of Rochester, New York. He is very clever at displaying all kinds of men's wear and has prepared a demonstration which will prove highly instructive to every window trimmer at this convention. We all know that Mr. Loock is very clever as a comedian and now he is also going to show us that he is clever at trimming. Mr. Loock, gentlemen.

The demonstration of men's wear display and the accompanying explanation constituted one of the most interesting numbers on the entire program. Mr. Loock is an exceptionally clever manipulator of merchandise and he showed the interested audience a great many of the little ins and outs of arrangement and combination that mark the difference between ordinary and high-class treatment of clothing and the many accessories of men's apparel. It was impossible to print the address in this issue but it will appear at an early date. Mr. Loock held the undivided attention of his audience during the entire demonstration.

Mr. Potter then introduced H. J. Sanders as follows: "Next on the program is a talk that you will all be interested in. It does not come from a window display man, but a man who appreciates the value of window display, who has given this end of the work particular study and who is well qualified to talk upon the subject he has chosen. The next gentleman on the program will be Mr. Sanders. Mr. Sanders is sales and advertising manager of the Deltox Grass Rug Company, Oshkosh, Wisconsin, and has had a wide and successful experience in his line of work. He will explain the success of window display advertising as he has found it, and of his success in that line. Mr. Sanders delivered an interesting address on window advertising, which will appear in a future issue.

At the close of Mr. Sanders' address President Potter said: "It is indeed quite gratifying to know that not only the retail merchants are coming to realize the value of window display, but the manager as well, and when a man like Mr. Sanders comes here it proves to us conclusively that the window is one of the most important factors in the advertising game—it is well worth thinking over."

Mr. C. E. Wilson demonstrated before the convention a cord knot which he had found on a Japanese lantern. It was an unusually attractive knot and Mr. Wilson said that he had shown it to a number of customers in his store during a sale and thereby increased the sales of silk cord fifty per cent.

Mr. Potter then introduced E. D. Pierce. He said: "The next subject is to be handled by a gentleman you all know and he does not need much of an introduction. He has a subject that should have your close attention. It is something I imagine that a great many of you will want to know more about. I will say this, that about six months ago I was making a trip through the east and I stopped off and called on Mr. Pierce. I have visited a great many display men throughout the country and I will say that the finest display of fixtures I saw were in the establishment of Sibley, Lindsay & Curr Company, of Rochester, New York. This is a wonderful store. Everything had a place and everything was in its place. Mr. Pierce can tell you more about this system. He has gone to quite a little trouble preparing charts on this system that he has and it is certainly worthy of your consideration. Ladies and gentlemen, Mr. Pierce.



1ST PRIZE, CLASS 8—G. C. BOULTBEE.

Mr. Pirece made an address that proved of the utmost interest to all present. He has developed a remarkably good system for handling his work and his address on "Efficiency and System in Handling Merchandise and Fixtures for the Show Window" gave the audience many points of the greatest practical value. The address was illustrated by means of various enlargements of printed forms. This lecture will be printed in a future issue.

E. J. Berg of Milwaukee was then presented to the audience. Mr. Berg is the head display manager for the T. A. Chapman Company, one of the highest class stores in America, and his talk on "Practical Pedestals and Plateaus" was quite interesting owing to the fact that plateaus play a very important part in the new idea of unit trims.

KOESTER STUDENTS WIN MOST HONORS AGAIN



CLAUDE J. POTTER

Koester Student wins Presidency of Window Trimmers' Association. This is the second time this honor has been conferred on Mr. Potter.

Following is list of

23 PRIZES WON BY KOESTER STUDENTS

At 1914 Window Trimmers' Convention

J. M. Ward Yost	5 Prizes
E. F. Swank	5 Prizes
T. G. Duey	3 Prizes
M. Hoffstadt	3 Prizes
Walter K. Best	1 Prize
H. J. Maki	1 Prize
F. S. Pratt	1 Prize
Aage Schiodt	1 Prize
Carl F. Meier	1 Prize
G. E. Magnuson	1 Prize
R. T. Whitnah	1 Prize



MR. T. G. DUEY

Koester Student wins several prizes at Convention and has the record of winning more prizes for the past four years than any other man.

Ten of these prizes were *First Prizes*, meaning perfect work

Here's the Koester Record for the last four years

23 Prizes won at 1914 Window Trimmers' Convention
32 Prizes won at 1913 Window Trimmers' Convention
Won 1st Prize at 1912 Window Trimmers' Convention
Won 1st and 2nd Prizes at 1911 Window Trimmers' Convention

IT PAYS TO HAVE KOESTER TRAINING



This book contains illustrations of many of the prize winners and the prize winning windows for 1911, 1912 and 1913. If you do not already have it we will be glad to send it to you free. It is called "The Koester Year Book."

Free Colored Post Cards of the Koester School

We now have beautifully colored post cards showing interior views of our school rooms. We will gladly send them free to old students and to prospective students.

The Koester School -:- Chicago

The School That Put "Win" in Windows



ONE OF THE 1ST PRIZE WINNERS IN CLASS 25—G. E. MAGNUSON.

Following Mr. Berg's address an adjournment was had until Wednesday.

WEDNESDAY MORNING

The auditing committee announced that the reports of the Treasurer had been gone over and were found to be correct. The report was accepted and the committee discharged. This report will be published in a later issue. After this followed the election of officers.

ELECTION OF OFFICERS

President Potter being a candidate relinquished the chair to Vice-President Lindblom. Mr. Potter's name was placed before the convention in the following brief speech:

"It gives me great pleasure to renominate C. J. Potter to succeed himself. You all know him. You know that he is the best man in the association for the position. He has worked hard during the past year and he has started many reforms that it is necessary to carry through. I think it is much easier for the same president to carry through those reforms. He is trying to put this organization on a higher basis, a higher plane, so we will become recognized. That we shall get our true status with the body of business men in the future more than we have in the past. As I see no name posted for president other than that of Mr. Potter, I make a resolution that he be elected by acclamation."

The motion was made and carried and President Potter was declared re-elected amidst great applause. President Potter resumed the chair and, in response to repeated calls, briefly thanked the Association.

As a candidate for vice-president, Mr. Hubbard presented Mr. Lindblom as follows:

"It gives me a great degree of pleasure to present to you this year a man who has served this organization faithfully, a man who is a man, a business man in every sense of the word as he demonstrated to you throughout the convention. I would present to you the name of Arthur W. Lindblom as first vice-president of this association during the ensuing year. I move you that he be elected by acclamation, the unanimous choice of this convention, and that the secretary be requested to cast the ballot."

After the motion had been made and carried, the secretary was instructed to cast the vote of the entire convention for Mr. Lindblom, who responded briefly, and the election proceeded.

For second vice-president, A. J. Edgell was elected, also by acclamation. After his election had been announced Mr. Edgell said: "Gentlemen, I am not a speaker, but I want to thank you for the honor you have conferred, not on me—I don't figure it that way—but on the New York local, and I feel that this honor you have conferred will be an incentive for the boys out there to continue the work that they have planned, not that they need an incentive, but it will act as an incentive and arouse within them more enthusiasm. The plans we have on foot will greatly increase our membership, which, at the present time is only seventy-two. We hope to have it up to a hundred but we are progressing perhaps a trifle slowly. There is in the making twenty-five locals in the neighborhood of New York and that is all I have to say."

For third vice-president the names of Harry Hoile, J. H. Hobelman and L. A. Rogers were presented.

When the ballots had been counted Mr. Rogers was found to have been elected. The election was made unanimous upon motion of Mr. Hoile.

Mr. Hunsicker was re-elected secretary by acclamation and G. W. Hubbard was chosen as treasurer.

Secretary Hunsicker: The secretary read the names as follows:

The executive committee was announced as follows: E. D. Pierce, E. J. Berg, Fred S. Pratt, B. J. Millward.

The executive committee elected H. B. Martin and J. W. DeWitt with ex-President Hoffstadt, which made up the executive committee.

An adjournment was had until Wednesday afternoon at 2 o'clock.

WEDNESDAY AFTERNOON

The convention convened pursuant to recess. President Potter called the meeting to order and presented A. J. Edgell. Mr. Potter said: "This particular demonstration which is about to be given will be on the subject of "Electricity in the Show Window." Mr. Edgell will be the demonstrator. Mr. Edgell is in charge of the window display department of the Society of Electrical Development with headquarters in New York. We should all be interested in the society for electrical development. It is quite a recognition of the importance of the show windows when an organization which has in it such great firms as the Commonwealth Edison and the General Electric Company and the Westinghouse Electric Manufacturing Company and the Western Electric Company and hundreds of others whose capitalization reaches thousands of millions of dollars take up the matter and see it in its true light. It is bound to have a tremendous effect upon the work of the association. It is an honor to have this electrical society send a representative to our convention. You may also be interested to know that the society has taken up work at the same time on some of the suggestions that we advocated some time ago, that were advocated by Mr. A. D. Curtis. Gentlemen, Mr. Egdell."

Mr. Edgell here took up his demonstration of "Electricity in the Show Windows." The address proved highly interesting, being illustrated by a large number of electrical devices. This paper will be reproduced in a future issue.

At the conclusion of Mr. Edgell's interesting address, President Potter introduced J. W. Johnston as follows:

"We will now hear from Mr. J. W. Johnston, whose subject is "Secrets and Useful Tricks in the Card Writing and Sign Making Game." Mr. Johnston is with the ad-



That which has no force from the beginning cannot gain strength from the lapse of time.



The Mysterious Clock has a drawing power from the day you buy it. It has a field of its own, is in a class by itself and has a distinctive personality among all window attractions.

If a dependable and reliable bank was to offer you 10% interest on money on which you are only receiving 5% you would not wait until you were in the neighborhood of the bank, you would not put it off until it was more convenient, you would not make up your mind to attend to it at some future time, but you would immediately invest your money with the bank where you could receive the 10%. Why then should you delay purchasing a **Mysterious Clock** which will earn more money for you and pay you bigger dividends on your sales. **This clock is without doubt the greatest window attraction on the market today.**

TO E. BUSCH DR.
PRESCRIPTION DRUGGIST
3962 Evanston Ave.
TEL. LAKE VIEW 306 Cor. Evanston & Graceland TEL. LAKE VIEW 1259

Gentlemen:-

You certainly deserve all the success in the world with your "Mysterious Clock". I have had more real pleasure and results out of this Clock than anything I have ever put into my windows.

I believe you sold me the very first Clock that was offered in Chicago. I have had it for over eight months and would not part with it at any price if I could not secure another. It is a good time-piece and always attracts the people.

Sincerely,
E Busch

The success of your business depends on your ability to attract people to your store. Once you secure their attention and they become interested in your display the sale is half made. See what other merchants who have been using our **Mysterious Clock** as a window attraction think of it.



San Francisco, May 4, 1914.

Gentlemen:--

I have been in business in San Francisco, California for a great many years (since 1873) and have seen novelties come and go, but never in my long career as one of the leading jewelers here have I had in my windows an advertisement that drew as many people to the store as your uncanny "Mysterious Clock".

It has paid its cost back many times over, and has produced better results than I have ever had from money spent in other advertising methods.

Yours very truly,
Thomas Lundy

There is a big reason why you are not doing more business, and it is that you fail to attract a sufficient number of people to your store. Too much sameness, the same thing over and over every day. Interest the people and note the difference in your sales. Try this remedy. **Do something different from the old routine.**

In numerous cities where the clock has been sold the local newspapers have written articles regarding it and greatly aroused the interest of the Buying Public. This is likely to happen in your city if you place one of these clocks on display in your store and a write up in your local paper would mean **publicity free.**

A postal card will bring the full particulars to you. Be the first in your city to install the Mysterious Clock.

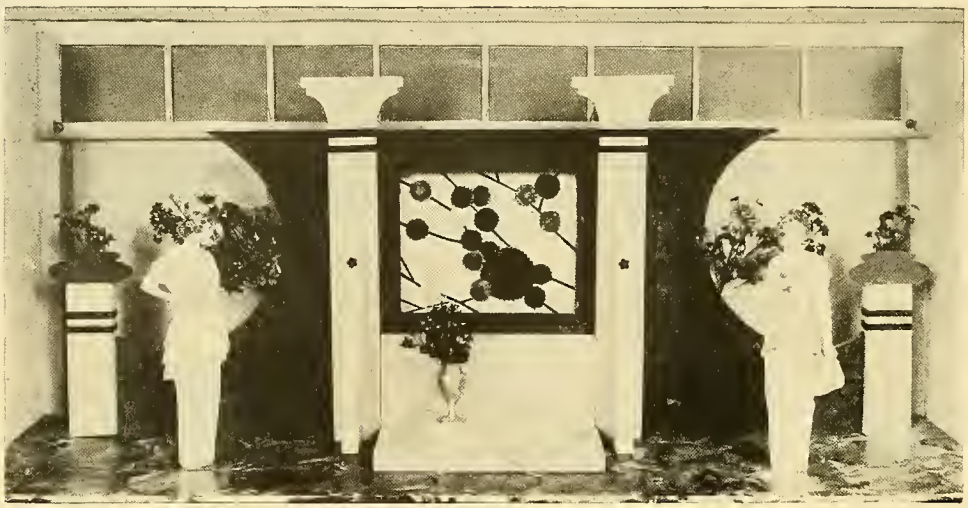
World Wide Advertising Company, 1330 Consumers Building CHICAGO, ILLINOIS

vertising department of Sibley, Lindsay & Curr Company, Rochester, New York. He is a man who knows the show card writing game, has practiced and studied it in the principal cities of this country and Europe. He has some ideas that will be of interest to you.

Mr. Johnston's address will appear in a later issue.

President Potter said: "It is indeed a pleasure to listen to a man like Mr. Johnston, and the suggestions that he has offered regarding the big men coming into this association I trust will soon be realized. Now, we are going to switch the program a little bit and we shall refer back to a gentleman who was not with us Monday and go on with the regular program. Mr. D. D. Starr of Little Rock, who was unable to be with us Monday will now speak to us. He will be next on the program. Mr. Starr has been a window trimmer for many years and his work is quite a revelation. He has the reputation of being an artist with ribbons. He has made a study of this particular line of decorating and he will show us many new things. Mr. Starr is not any longer a window trimmer but now designs ladies gowns and sees that they are made correctly. I am sure you will be interested in his demonstration. You must know that if he can design a gown, something special that everybody cannot design, something that is individual, that he must be pretty good. Gentlemen, Mr. Starr."

Mr. Starr gave an extremely interesting demonstration of making bows, loops and other arrangements with ribbons, The address and demonstration were roundly applauded, after which the convention adjourned until the following morning.



A MINIATURE WINDOW BY E. O. BURDG.

MODEL WINDOWS

E. O. Burdg of Chicago was presented to the convention and gave an interesting lecture and demonstration on "Workroom Demonstrations." Mr. Burdg had a small model of a show window fitted out complete. He explained it as follows:

There is probably no phase of the window trimming profession that is of more interest and vital importance than that of background construction and installation. It is not my intention to go into detail a lengthy discussion of how to construct window backgrounds, as the subject is so varied and the possibilities so unlimited that it would take up a great deal of more time than allotted me on the programme. But the thing we will take up is how to facilitate this work to a degree of efficiency.

After constructing show windows in the most approved modern fashion it becomes highly essential that the surroundings should harmonize with the merchandise on display. Much of the best effects of arrangement is frequently lost through the employment of accessories which fail to bring out the best points of the merchandise on display. Many times I have heard the question asked, "What is the matter with my window displays? Why don't they attract attention and cause an interest in the merchandise?" The most logical answer I can make is, perhaps it is because they are just of the "ordinary kind." They start off with a promise of a finished display but end with "also rans," because no previous preparation has been made.

The tendency to start a window display without due preparation is a strong one. Some trimmers think that preparation is a tedious task and that it causes a great deal of worry and overwork, but he who does not give this forethought and consideration will have greater obstacles to overcome, and besides the display will look thoughtlessly thrown together. The show windows should be regarded as a stage for the exercise of the highest quality of intelligence, imagination and ingenuity possessed by its trimmer. Originality should be the keynote and close attention should be given to detail. Merchandise should be studied and the setting should be of such a nature as to set off this particular kind of merchandise in such a manner as to make it attractive and cause an incentive in the mind of the passer-by to purchase. We all agree that the most important essentials for a well dressed window is a background or unit setting in perfect harmony with the merchandise on display. Novelty of ideas is of vital importance in the window decoration.

The example of modern window requisites which we will take up at this time, is the outgrowth of a careful experiment and has a tested value which will make it an added adjunct to every window trimming department. In the higher forms of artistic backgrounds the model window in the work room will be of great assistance to every window display manager. The idea of sketching a background is all right for working out ideas but no matter how well it is executed, it will not fit in so nicely as the little model window in your work room.

Suppose, for instance, you have an idea for a setting for the coming fall season and you wish to work it out in your window. If you have a model window in your work room it is a very easy thing to trim it up and make your setting in miniature, using the various kinds of mat boards that come in all kinds of styles and finishes. You can work out your design in any color scheme that you have in mind and in this manner see just how it will look before installation.

After the idea has been worked out, cut a few figures from a fashion book, using the plain figures or dressing them up in small pieces of dress goods such as this (Mr. Burdg then demonstrated how to use these little figures, showing the various methods that can be used in dressing them up to represent a full dress form or drape). After you have the figures dressed or draped, fold them in an attractive way in your little model window. Your model is now ready to submit to your employer for his consideration, and I have found that if he can see just how his windows will appear he will be more ready to make the appropriation for the display. This little model will show you how handy it is for experimenting purposes. In this particular model it is made to represent, in proportion, to a window 12 feet long or the average sized window.

(Following this talk was a demonstration of how to use the model window in working up an attractive background setting for fall. Also the use of the little draped cut-out figures which represent a full dress form or drape form in the window. During this demonstration Mr. Burdg explained and showed how to construct this design, giving full detail in regard to coloring, construction ·

A BIG BARGAIN

$412.68 WORTH OF BEAUTIFUL FLOWERS AND DECORATIONS FOR - - - - $200.00



Left End of Booth. Price $130.00



Right End of Booth. Price $130.00

These pictures illustrate the three sections of our booth at the last Chicago Convention of Window Trimmers. This was the finest booth at the show as was admitted even by our competitors. Every thing used was designed for fall and you can easily set these designs up in your own windows. See our Fall Flower Book for pictures and prices of the goods listed on this page. This is a fine chance to save money and get some splendid decorations.

Here is a chance to save a lot of money on your fall decorations. We are offering the flowers and decorative materials used in our big booth at the Chicago Convention at a big discount. Everything is perfect and in the best of condition. Wire us quick if you want it.



Middle Section of Booth. Sold

LIST SHOWING REGULAR PRICES

2 Unit Stands No. 4338. Each $10.00	$20.00
2 Unit Stands No. 4335. Each $6.50	13.00
3½ Gross 8x8 in. Floor Blocks Covers 333 sq. ft.	31.50
2 Prunella Scrola Gates. Each $19.00	38.00
4 Doz. Salvia No. 4320. Per doz. $5.90	23.60
2 Doz. Poppies No. 4329. Per doz. $2.65	5.30
2 Doz. Dahlia No. 4316. Per doz. $3.75	7.50
1½ Doz. Tea Rose No. 4038. Per doz. $3.25	4.88
1 Gross Rambler Rose No. 3018	66.00
3 Doz. Chrysanthemums	3.75
4 Doz. Dahlias No. 4319B. Per doz. 60c	2.40
4 Doz. Dahlias No. 4319A. Per doz. 75c	3.00
4 Doz. Dahlias No. 4319. Per doz. $1.00	4.00
50 Oak Branches	5.00
300 Adiantums	20.25
200 Sea Moss	11.00
2 Vases P453. Each $6.00	12.00
2 Dragons P455. Each $4.50	9.00
6 Bead Shades. Each $1.25	7.50
2 Arches of Upson Board	
32 Feet Upson Board Paneling—8 ft. high	
2 Railings—24 ft. long	
2 Plain Flower Boxes—24 ft. long	
2 Double Columns—10 ft. high	
2 Arches of Upson Board—11 ft. long	
All fully wired for lamps	125.00
Total,	$412.68

Special Price on This Lot - $200.00

SCENIC PAINTINGS ARE NOT INCLUDED

Schack Artificial Flower Co., 1739-41 Milwaukee Avenue CHICAGO, ILL.

DRAPING DEMONSTRATION

Following Mr. Burdg, F. D. De Rhodes of Chadron, Nebraska, gave a demonstration of drapery over the full figure. Mr. De Rhodes is a practical merchant as well as a clever draper and his demonstration was watched with great interest. He said in part:

Ladies and gentlemen, your committee has requested me to give you a short demonstration on the full form draping of and displaying piece goods. To be a successful merchant nowadays requires a thorough knowledge of his merchandise; to be a successful window trimmer he must have a thorough, practical and up-to-date way of displaying it. Each is equally essential. It has been clearly proven that



DRAPE BY F. D. DE RHODES.

necessity is the mother of invention, and if there is among you a man who has been called upon to help to dispose of an over stock of piece goods, he will readily understand my meaning; the only other fellow who deserves more sympathy is the one who has a stock of last season's ready-to-wear left on his hands to dispose of. However, I will now demonstrate to you what has proven a successful way of selling piece goods. (At this point the demonstration was made by Mr. De Rhodes, who continued):

The Russian Tunic—Gentlemen, this is but one of many effects that can be produced, the best results are obtained by changing the figure twice each week, each change adding some new style touch or idea. There can be no set of rules governing the draping of figures; each new one requires just a little different start or ending, but the trimmer should live in an atmosphere of style, so that with each succeeding window display he might add some new advanced idea to catch the eye of the buying public. In conclusion, I might add that if the sales person and the trimmer have so displayed their merchandise as to attract the attention of the buyer to the necessary trimming requirements, they will almost universally sell the trimming which oftentimes amounts to as much as the pattern itself.

An illustration of Mr. De Rhodes' drape is reproduced here.

One of the most interesting numbers on the program was the demonstration of draping by D. Byrd Coleman, of Dallas, Texas. Mr. Coleman is an exceptionally clever manipulator of dress goods, and he showed to the convention a number of new ideas he has developed recently. He took various materials and with a few deft twists and turns converted them into highly attractive gowns. Mr. Coleman's demonstration was followed with the greatest interest and his address was listened to attentively. When he had finished he was given a salvo of enthusiastic applause.

AIR BRUSH DEMONSTRATION

L. O. Butcher, of Chicago, showed the convention how to use an air brush. Mr. Butcher has long held the reputation of being the foremost exponent of the air brush in show card work. He is not only an artist of rare ability, but is a practical showcard man as well, and that is an unusual combination. He explained and demonstrated to the convention many little time-saving tricks that are of great assistance to the showcard man. He also showed how he obtains the wonderful shading and color effects that have made his name known to card writers all over the world. Mr. Butcher's address was received with great applause.

THURSDAY MORNING

After convening the meeting the report of the judges of the prize contest was read. An unusually large number of splendid photographs and cards had been entered and the judging was therefore quite difficult. Following is a list of the winners.

LIST OF PRIZE WINNERS

Class 1—For the best display of Women's Ready to Wear. First Prize, J. M. Ward Yost with Penn Traffic Co., Johnstown, Pa. Second Prize, Carl W. Ahlroth with Union Clothing Co., Columbus, O.

Class 2—For the best display of Men's or Boys' Clothing. First Prize, Carl W. Ahlroth with Union Clothing Co., Columbus, O. Second Prize, Samuel Friedman with J. Blach's Sons, Birmingham, Ala.

Class 3—For the best display of Millinery. First Prize, G. C. Boultbee with McCurdy & Robinson, Rochester, N. Y. Second Prize, J. M. W. Yost with Penn Traffic Co., Johnstown, Pa.



1ST PRIZE, CLASS 13—E. F. SWANK.

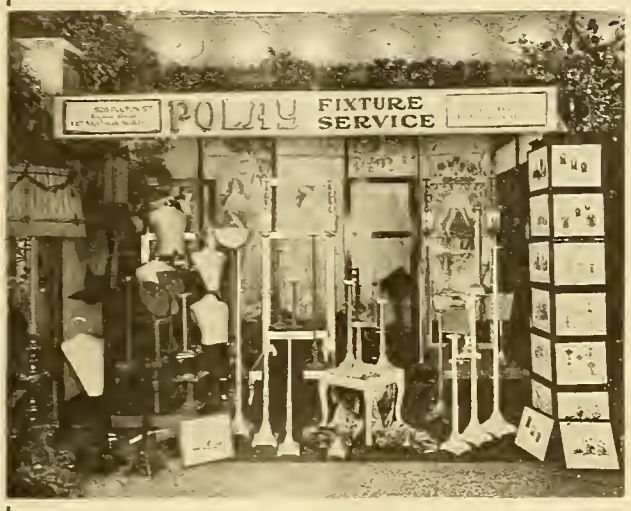
Class 4—For the best display of Men's or Boys' Hats or Caps. First Prize, Samuel Friedman with J. Blach's Sons, Birmingham, Ala. Second Prize, Harry H. Heim with Marston Co., San Diego, Cal.

Class 5—For the best display of Furnishing Goods. First Prize, G. C. Boultbee with McCurdy & Robinson, Rochester, N. Y. Second Prize, E. D. Pierce with Sibley, Lindsay & Curr Co., Rochester, N. Y.

Class 6—For the best display of Underwear or Hosiery. First Prize, E. D. Pierce with Sibley, Lindsay & Curr Co., Rochester, N. Y. Second Prize, E. F. Swank with Louis Bishoff Co., Crawfordsville, Ind.

Class 7—For the best display of Shoes. First Prize, E. F. Swank with Louis Bishoff Co., Crawfordsville, Ind.

The Hit of the Convention



Our Booth at the Chicago Convention

¶ The booth of the Polay Fixture Service was conceded to be one of the most interesting and instructive features of the Chicago Convention. From the opening of the meeting until its close there was an interested crowd of display men in front of this section.

¶ This interest was not due to any special scheme of decoration, but to the artistic character of the fixtures themselves. They attracted the crowds in the same way they stop people before a show window wherever they are used. You can't pass a Polay fixture without noticing its peculiar style and class. And this same style and class are imparted to any merchandise shown with these fixtures.

Polay Fixtures Are Different

¶ David Polay is without question the foremost designer of window display fixtures in America. Even the simplest of his designs are real works of art. And they are not only beautiful, but practical as well.

¶ Before Mr. Polay took up the designing of fixtures as a business he was known as one of the cleverest window dressers in America. He understands every requirement of the display man, and every device he turns out is designed to fulfill its mission perfectly. That is the reason Polay fixtures are to be seen in the windows of the best stores throughout the country.

¶ If you have never used Polay fixtures you will be surprised to find what a big help they are in making attractive displays. The fixtures themselves suggest new and better ideas to every decorator who uses them.

If You Did Not Attend the Convention

¶ If you did not attend the convention and do not know what Polay fixtures are like, we have a book that you will be glad to get. It is not an ordinary catalogue—there is no other book like it.

¶ Many display men say it is the best book on men's wear display ever published. It is a large 64-page book, filled from cover to cover with new and practical ideas for arranging merchandise in the window. The pictures were made from actual displays arranged by Mr. Polay.

¶ We will be glad to send you a copy of this splendid book free, and you will be glad to keep it. Send for it now and you will find it to be a big help in arranging your fall opening displays.

Our Ideas Are Yours for the Asking

¶ If you are planning to change your windows, interiors or fronts, we will be glad to help you. We have had many years of experience in this line of work and it is probable that we can furnish you with ideas that will lead to better results for less money than you would get otherwise. Our advice will cost you nothing.

¶ If you need anything in the way of wood fixtures, we can give you the best designs, materials and workmanship at no greater cost than that of ordinary fixtures. We have a large new factory, splendidly equipped, and can deliver the kind of goods you want, when you want them and at the price you want to pay.

POLAY FIXTURE SERVICE Main Office & Factory, 926 Fulton St. Show Rooms, 615 Medinah Building **CHICAGO**



1ST PRIZE, CLASS 23—LAUD HAMILTON.

Second Prize, W. J. Wright with Niagara Dry Goods Co., Niagara Falls, N. Y.

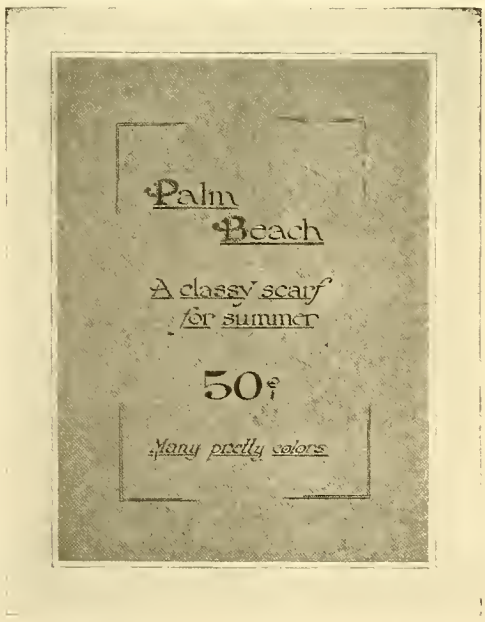
Class 8—For the best display of Notions. First Prize, G. C. Boultbee with McCurdy & Robinson, Rochester, N. Y. Second Prize, Harry H. Heim with Marston Co., San Diego, Cal.

Class 9—For the best display of Hardware or House Furnishings. First Prize, E. L. Young with Barrett Hardware Co., Joliet, Ill. Second Prize, A. A. Haynes with Foster Stevens Co., Grand Rapids, Mich.

Class 10—For the best display of Drugs, etc. First Prize, J. H. De Witt with Kleeman D. G. Co., Terre Haute, Ind. Second Prize, R. Fuellerman with Gerretson Co., Milwaukee, Wis.

Class 12—For the best display of merchandise not classified. First Prize G. C. Boultbee with McCurdy & Robinson, Rochester, N. Y. Second Prize, T. G. Duey with the Wurzburg Co., Grand Rapids, Mich.

Class 13—For the best drape used in a window or interior display. First Prize, E. F. Swank with Louis Bishoff Co., Crawfordsville, Ind. Second Prize, E. F. Swank.



1ST PRIZE, CLASS 24—CARL F. MEIER.

Class 14—For the best effect produced in a window with artificial flowers. First Prize, R. Fuellerman with Gerretson's, Milwaukee, Wis. Second Prize, Walter K. Best with Turner-Ebinger Co., Marietta, O.

Class 15—For the best interior decoration of a store, public building or the best decorated booth. First Prize, J. M. W. Yost with Penn Traffic Co., Johnstown, Pa. Second Prize, E. F. Swank with Louis Bishoff, Crawfordsville, Ind.

Class 16—For the best exterior decoration of a store or public building. First Prize, John C. Mackey with M. Rich & Bros. Co., Atlanta, Ga. Second Prize, E. D. Pierce.

Class 17—For the best decorated float or automobile. First Prize, H. P. Maki with Columbus Clothing Co., Duluth, Minn. Second Prize, F. S. Pratt with Dinet, Nachbour & Co., Joliet, Ill.

Class 18—For the best sketch of post trim, etc. First Prize, T. G. Duey with Wurzburg's, Grand Rapids, Mich. Second Prize, Morten Hoffstadt with Federman's, Akron, O.

Class 19—For the best and most original background. First Prize, T. G. Duey. Second Prize, J. M. W. Yost.

Class 20—For the best water color sketch for a window display. First Prize, Aage Schoidt for Pegues, Wright Co., Hutchinson, Kans. Second Prize, Morten Hoffstadt with Federman's, Akron, O.



2ND PRIZE, CLASS 25—RAYMOND F. WHITNAH.

Class 21—For the best water color sketch for a float. First Prize, E. D. Pierce. Second Prize, Morten Hoffstadt.

Class 22—For the best collection of ten window displays. First Prize, G. C. Boultbee, Second Prize, Harry H. Heim. Third Prize, J. M. W. Yost.

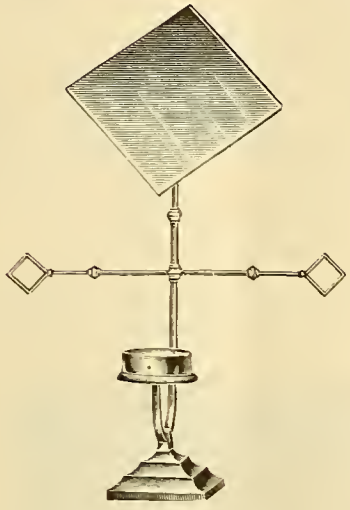
Class 23—For the best five brush lettered cards. First Prize, Laud Hamilton with Geo. A. Anderson Co., Boise, Idaho. Second Prize, Laud Hamilton.

Class 24—For the best five pen lettered cards. First Prize, Carl Meier with Simon & Landauer, Davenport, Ia. Second Prize, Garry H. Hilgers with Olson & Veerhusen Co., Madison, Wis.

Class 25—For the best ten show cards. G. E. Magnuson with Continental Clothing Co., Galesburg, Ill. Second Prize, Raymond F. Whitnah with A. R. Whitnah Co., Greenfield, Ia.

GRAND PRIZE—A beautiful silver loving cup awarded for the greatest number of points in the foregoing classes. Won by G. C. Boultbee of Rochester, N. Y.

CAPITAL GRAND PRIZE—Silver loving cup awarded to the local association whose members won the greatest number of points in the foregoing classes.



No. 232N

Palmenberg NEW YORK

New Stands

We have increased our line of metal display stands for merchandise in general. This one is a happy hit for haberdashery happenings. Others equally interesting.

Do you get our catalogues? If not, why? Write for them.

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

Awarded to the Flower City Association of Display Men of Rochester, N. Y.

President Potter announced an address by Sam. Friedman. He said: "The next on the program is Mr. Friedman. Mr. Friedman is vice-president of the Birmingham local club and he is going to tell you something about organizing local organizations."

Mr. Friedman said: "Gentlemen, I sat here a little while ago and I heard our president get up and ask if Mr. Lie was in the audience and nobody arose. That hit me right. My talk to you will bear on truth in your window displays, what we can do by way of our locals. Your locals can do much good work in putting truth at the front in your window displays.

HONESTY IN THE WINDOW

"We receive prizes for good execution and clever interior displays but there is one thing that we overlook and that is, no matter how beautiful you make your windows it must display the character of goods you are selling, in other words the truth. It is the man who hates truth who makes a window display that puts forth a lie in his window and creates down in the minds of the people who bring about the thought on the part of what we call the window shoppers that they must lack confidence in whatever is in the window. Those are the decorators responsible for the people who have no confidence in window advertising.

We have the associated ad clubs and that I think it is the duty of the International Window Trimmers' Association now to try for truth in advertising, and it is the experience of the higher class of men that in printing advertisements in the newspapers and advertising pamphlets, or anything that is printed, that truth should be the mark at which we should aim. They have found that they cannot lie. They have suffered by it, the advertising people. They found that they cannot befog the minds of the public but they found that out too late. Many stores who have tried to fool the public have found out that people take their ads, perhaps read them but do not patronize their stores. They have found that even the flowery language does not help any. The merchant has found that it is up to his window trimmer to bring the trade into his store. If an ad is written well it brings good results. The ad writer cannot bring the people into the store, he can bring them merely up to the window, and we recognize that if the window trimmer does not do his duty he cannot get them into the store. A man might spend three or four hours looking about on the street at different displays and you must tempt that party who looks into your windows to buy the merchandise that you are displaying, and you don't want to have anything in there that will compel him to step into the store of one of your competitors before he reaches your place. You must aim to give him confidence. For instance, if shirts are advertised at a dollar and a half, if they are worth but a dollar and a half they must be so advertised. Oftentimes you see shirts in a window for sixty-five cents where they are marked a dollar and a half, and there must be no mistake about it.

"Often a person walks into a store, as did I last summer in New York City, into one of the most progressive stores in New York City because I saw a line of silk shirts advertised at $1.85 and I thought I would investigate. Well, we all know that silk shirts cannot be sold for $1.85 and be any good at all and we know that silk was higher last year than it is this year. However, in this store they had them stacked in the window and when I came to investigate the bosoms merely were silk and it was a fake to be sure."

Mr. Friedman continued at some length along the same lines, urging perfect sincerity and honesty in window display. His address was enthusiastically applauded.

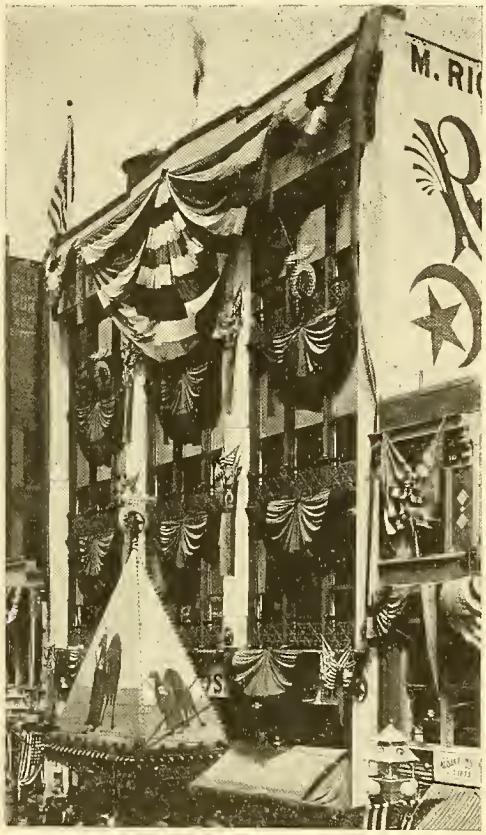
COLOR HARMONY

W. H. Hinks of Minneapolis was then introduced and spoke on "Color Harmony" as follows: "Having been asked to give you a short talk upon some subject of interest to our profession, I have chosen the subject of color harmony in the displaying of merchandise. In all the years of my study of this particular business, I have seen more windows spoiled, because of the lack of harmony than from any other cause. Now the way to remedy this fault is by a careful study of the fundamental principles of color harmony.

"A window where the harmony of color is perfect, will attract more people, and consequently sell more goods than a window where the colors are antagonistic to each other. The perfect harmony in the window will unconsciously strike a corresponding note of harmony in the onlooker. You have then acquired a prospective buyer, and that is the main object of the window display, first, last, and all the time to sell the merchandise.

"The display man is, or should be the greatest selling force in any mercantile establishment. Color harmony is simple in its essential principles. You know that in playing a piano, in order to get a pleasant sound you must touch certain harmonious notes; it is identically the same with color, if you strike a chord in music, you must have a sequence, a continuity, you cannot strike "do" in one scale, "me" in another, "sol" in the third, and "do" again, in the fourth scale, they must be all in the same tonality.

"Now to be able to harmonize and blend color, we must thoroughly understand which color is the exact complement of the other. Many people think they know



1ST PRIZE, CLASS 16—JOHN C. MACKEY.

color, proceeding upon the theory that green and red, orange and blue, and violet and yellow are complementary colors, but these people are wrong, they do not realize that there is only one green that is complementary to one red; that there is only one yellow that is a direct complement to a given violet, that there is only one blue that is a perfect complementary contrast to a particular orange.

"I will not go as far as to say that a color of a slightly different tone will look badly in a window, but it will not be perfect harmony, unless it is the color which is the exact relation to it. This fact can be very easily established by a reference to nature standards.

"If we analyze any good example of contrasting coloring, we will find it consists not necessarily of two contrasting colors, say red and green, but of several contrasting colors. Let me take for example the rose, and I want to say right here gentlemen, that if we take nature as our guide, we cannot go wrong for the closer you stick to nature, the more expert you will become in the art of blending and harmonizing colors.

"Now let us take the rose for our example, the rose itself may be deep red, fading into the palest shades of pink in the petals. We will find in the leaves of the stem a deep green that contrasts with the deep red of the flower, also other leaves that have pale tints of green, contrasting thus with the pale tints of red, and soft pink tone of the flower. We can see from this that where a color is in shades and tints, the contrasting color should be in shades and tints.

"Harmony of color is a combination of colors agreeable and satisfactory to the normal eye, and in order to lend repose and character to a combination, one color must dominate its powers of quantity. The satisfaction which is found in the contemplation of color contrasts has been explained by psychologists, as a result of an unconscious appreciation of balance.

"The activity of color sense is the same as the sense of taste and hearing; it becomes intensified by contrasts. The palate is more responsive to a bitter taste, if already cloyed by sweets.

"Sound seems greater if arising out of the stillness of solitude. The nerves of the eye wearied by the excitement of red are quick to appreciate the restfulness of green. Color is one of the most interesting and important elements in nature, because the eye, the organ



1ST PRIZE, CLASS 16—JOHN C. MACKEY.

of one of the five senses of man sees nothing but color.

"Form as we call it is seen only because one color is placed against another, and by its position makes a shape. Form is dependant upon color, in other words there is no form without color. This being true, color is more important than form; since the eyes see only color, the window display must appeal to the sense of sight and it is one of the most essential things, for a window dresser to know about.

"Color exists because of light, for light is the source of all color. There are three distinct qualities in color. All color has first what is known as hues blue and green, and the like are called the cool hues, violet is also cool.

"Red, orange, and yellow are called the warm hues. Bear in mind that there are these three fundamental qualities in color, every color has first its hue, second its intensity and third its value, or light and dark shades, and each of these presents an opportunity for contrasts in combination with other colors.

"Colors are in harmony when a certain relationship exists between them, and at no other time. Colors are harmonious when there is a likeness in them. Take green and blue, for example, are they harmonious? Yes they are half brothers to begin with. This natural blood relationship is the basis for the harmony of likeness or

You Can Do What Others Do

You could deliver their lectures; win their prizes; fill their positions — if

If You Had THEIR TRAINING



All over America there are men holding high salaried positions as advertising or display managers, who **learned how** in the Economist Training School in New York.

E.T.S. Men played prominent parts in the great 1914 convention of the I.A.D.M. in Chicago

A. J. EDGELL, Mgr. display Bureau, Society for Electrical Development, New York City. Subject, Electricity in the show window.

THOS. A. KNAPP, c/o Oscar Michaels Co., Newark, N. J., Subject, Efficiency side of Modern show windows.

C. J. NOWAK, Instructor, Economist Training School, New York City. Subject, Full form and novelty draping.

JOHN F. LOOCK, with McFarlin Clo. Co., Rochester, N. Y. Subject, Men's wear demonstration.

J. A. McNABB, Pres., Canadian Window Trimmers' Association. Subject, Talk on the history of window trimming in Canada.

E. D. PIERCE, c/o Sibley, Lindsay & Curr Co., Rochester, N. Y. Graduate 1904. Subject, The efficiency side in selling merchandise fixtures for show windows.

SAM FRIEDMAN with J. Blach's Sons, Birmingham, Ala. Subject, "The Local Organization."

E.T.S. Men are on the program of the convention of Canadian Window Trimmers— August 11 to 14.

THOS. A. KNAPP, c/o Oscar Michaels, Newark, N. J. Subject, Modern draping demonstration.

A. E. HURST, Business Mgr., Economist Training School. Stereopticon lecture on window trimming.

A. J. EDGELL, Mgr. Display bureau for Society of Electrical Development, New York City. Subject, Electricity in the show window.

C. J. NOWAK, Instructor, Economist Training School, New York City. Subject, Full form and novelty draping.

JOHN F. LOOCK, c/o McFarlin Co., Rochester, N. Y. Men's wear demonstration.

E.T.S. Men won prizes at the Chicago Convention of 1914.

SAMUEL FRIEDMAN with J. Black's Sons, Birmingham, Ala. 2 prizes.

HARRY HEIM with Marston Co., San Diego, Cal. 2 prizes.

E. D. PIERCE with Sibley, Lindsay & Curr, Rochester, Cal. 5 prizes.

W. J. WRIGHT with Niagara Dry Goods Co., Niagara Falls, N. Y.

T. G. DUEY with Wurzburg Co., Grand Rapids, Mich. 3 prizes.

MORTEN HOFFSTADT, Akron, Ohio. 3 prizes.

LAUD HAMILTON, Boise, Idaho. 2 prizes.

CARL F. MEIER, Davenport, Iowa. 1st prize.

E.T.S. Men won *first* prizes at the Convention of 1913.

C. E. GREEN, Display Manager for H. Leibes & Co., San Francisco, Cal., winner of first prize at the N. A. W. T. of A. Convention, Chicago, Ill., for the best and most original window display for Holidays or openings.

HARRY W. HOILE, Display Manager for Loveman, Josepb & Loeb, Birmingham, Ala., winner of first prize at the N. A. W. T. of A. Convention, Chicago, Ill., for the best window display of men's and boys' ready-to-wear, also winner of second prize for the best display of millinery.

J. E. HANCOCK, Display Manager for Schwabe & May, Cbarleston, W. Va., winner of first prize at the N. A. W. T. of A. Convention, Chicago, Ill., for the best window display of men's and boys' hats.

A. J. EDGELL, Display Manager for Donovan's, Lancaster, Pa., winner of both first and second prize at the N. A. W. T. of A. Convention, Chicago, Ill., for the best drawing, or water color suggestions for a window trim background.

J. A. McNABB, President of Canadian Window Trimmers' Association, winner of grand prize and a number of 1st prizes, C. W. T. A. Convention, Toronto, Can.

E. G. MEADOWS, Display Manager for McLaren & Co., St. Catharines, Ont., winner of first prize at the C. W. T. A. Convention, Toronto, Can., for the best display of drapes arranged in a department store window.

JAS. McNICHOL, Manager for The Cussman Co., Ltd., Peterboro, Ont., winner of first prize at the C. W. T. A. Convention, Toronto, Can., in the advertising contest.

FRED SICARD, with R. H. Macy & Co., winner of first prize in window trimming contest at New York Fashion Show, held at the Grand Central Palace.

FRANK E. DREGER, Shamokin, Pa., winner of first prize in window trimming contest at New York Fashion Show, held at the Grand Central Palace.

The Man who Knows, is the Man who Grows

Come to the Economist Training School and learn window trimming, card writing, advertising, salesmanship.

Come to New York—the great cosmopolitan city—the market place of the Western Hemisphere.

If you can come this season, write us at once, so we will know when to expect you.

If you can't come till next year—or the next—send in the coupon today so we can keep in touch with you.

The Economist Training School

239 West 39th Street, : New York

THE NEXT ANNUAL CONVENTION OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN WILL BE HELD IN NEW YORK 1915

☐ **Advertising Instruction.**

☐ **Window Trimming and Display.**

☐ **Salesmanship Classes.**

☐ **Show Card Writing.**

☐ **Window and Card Stencils.**

☐ **Subject Card Ornaments.**

☐ **Book. New York Bids You Welcome.**

☐ **Complete List of Show Card Supplies.**

☐ **List of 150 Retail Business Books.**

☐ **Complete Economist School Catalogue.**

☐ **Free Book "10 Display Managers Tell How To Sell It".**

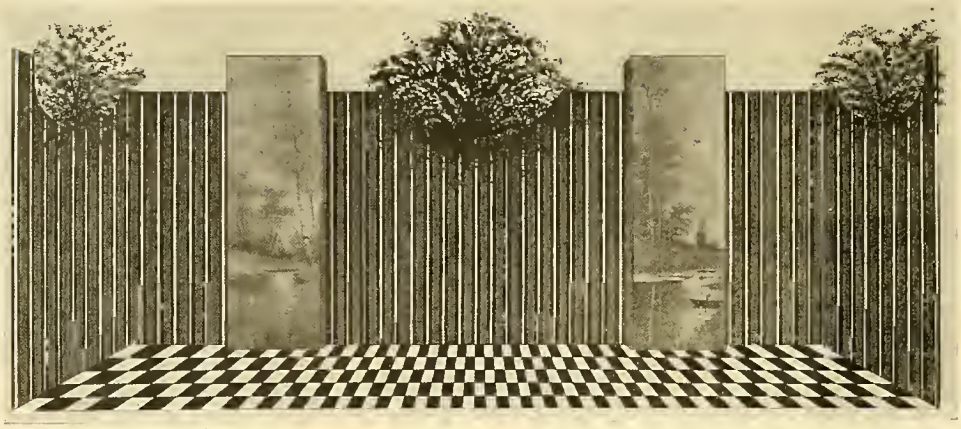
☐ **Hand Lettered Show Card Specimen.**

☐ **Decorative Background Suggestions.**

Check the subjects and mail this coupon to us.

Name _____

Address _____



2ND PRIZE, CLASS 19—J. M. W. YOST.

analogy. There are two kinds of color harmony, one is called related, or analogous harmony and the other the harmony produced by contrasts or the paring of the complementary colors.

"There is one word I wish to say about back-grounds, and that is, that the law of back-grounds cannot be violated in any applied art without producing bad results, and the law is this, that the back-ground must be softer, or less intense than the object shown before it, or upon it. In the successful use of color, we must first choose harmonious colors and recognize their possibilities of contrasts through knowledge of their qualities; this is not only true art, but the sane commercial course to follow.

"There is one very important fact which I wish to call your attention to and that is this, that the law of color harmony was not made by man, or fashion, but it is one of the laws of nature, a part of the creation; therefore gentlemen they should never be violated or ignored."

President Pro Tem Lindblom next introduced Mr. Glenn. He said: "The next speaker will be Mr. Glenn who is the advertising manager of the Detroit Stove Works. Mr. Glenn has chosen as his subject the value of a window display from the advertisers' standpoint and from the manufacturer's standpoint. I take great pleasure in introducing to you Mr. Glenn."

Mr. Glenn made an excellent address which met with great applause.

The meeting then adjourned for luncheon.

THURSDAY AFTERNOON

The convention convened pursuant to recess, and the secretary read a large number of letters and telegrams of congratulation and regrets from absent members. It was also ordered that the Executive Committee take care of the by-laws for the coming year.

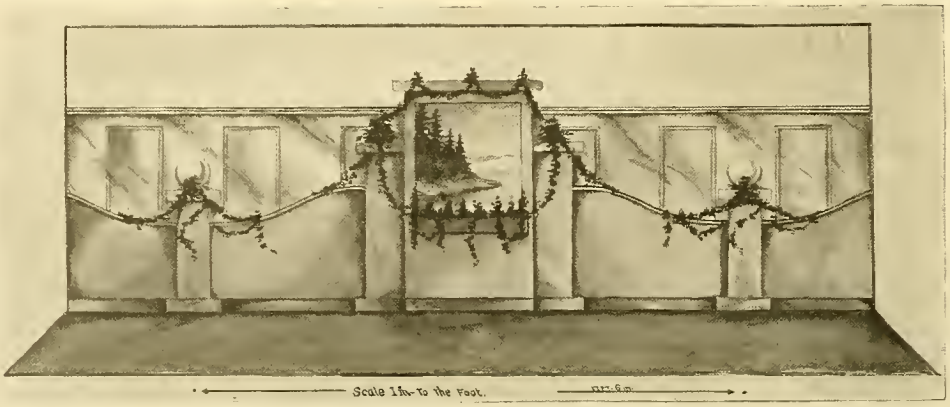
Then followed the reading of letters and telegrams inviting the association for the convention of 1915. Communications from various cities were read including Atlantic City, Chicago, Columbus, O.; Galveston, New York, Philadelphia, Niagara Falls, San Francisco and others.

CHICAGO WITHDRAWS

After the reading of the many invitations, Frederick A. Armstrong, on behalf of the Chicago Association of Commerce, withdrew the name of Chicago as a candidate, in favor of New York. Mr. Armstrong thanked the association heartily for previous conventions and stated that the display men would always be more than welcome in that city. Chicago, he said, would be glad to secure the next convention and would do her utmost to entertain the visitors in the same hospitable manner in which they have been entertained in the past. However, said Mr. Armstrong, in effect, Chicago has had this convention for several years and there was no desire on the part of Chicago business men to monopolize the association. A spirit of fairness suggested that the eastern members of the association as well as the eastern manufacturers who have assisted in making past conventions a success, should receive recognition. With this purpose in view, Mr. Armstrong withdrew Chicago's invitation in favor of New York. This evidence of a spirit of fairness was greeted with great applause.

Following Mr. Armstrong, Mr. Le Beers as a representative of the Association of Commerce of Grand Rapids, made an excellent address in behalf of that city. He was followed by J. S. Fisher also of Grand Rapids who delivered an eloquent and witty appeal to hold the next convention in that city. Mr. Fisher spoke at considerable length and was roundly applauded when he had finished.

New York was the next city to make a bid. Mr. Young, representing the Merchants' Association with a membership of 3700, and personal representative of the mayor of New York, and many of the greatest merchants of that city, made a splendid address which was listened to with the closest interest. He pledged the heartiest co-operation not only of the big commercial associations but of most of the leading retail merchants, window dressers and display fixture manufacturers. Mr. Young also promised ideal headquarters for the convention in the Waldorf Astoria Hotel. This is the best known hotel in the world and the management will be glad to turn over the grand ball room, which is 110 by 140 feet, the Astoria gallery and two other immense rooms that will



DESIGN FOR A BACKGROUND, BY LAUD HAMILTON.



No. 5005.

CHRYSANTHEMUM BUSH.

36 inches high, made of 4 large Chrysanthemums and finely finished leaves. A great decoration for Fall. Flowers in any color.

Each $0.60
Per dozen 6.00

No. 5005a—Chrysanthemum Spray. Single spray from above 1 flower, 6 leaves, 18 inches high.

Per dozen $0.90
Per gross 9.00



No. 5260.

PUMPKIN VINES.

Made of 3 large Crepe flowers and 7 beautifully veined large highly finished imported leaves.

Per dozen, yards.....$ 3.00
Per gross yards..... 30.00



No. 5009.

POPPY VINE.

Made of fine Muslin flowers and leaves true to nature.

Per dozen .....$ 3.00
Per gross 30.00



5006.

CHRYSANTHEMUM VINE.

Made of three beautiful large Chrysanthemums in any color.
Per dozen yards.....$1.80 Per gross yards.....$18.00

We carry the largest and most complete line of FLOWERS, SPRAYS, VINES, PALMS, ETC., in the world.

No order too small, none too large.

We issue a Fall, Xmas, Spring and Floral Parade catalogue every year.

Drop us a line and we will be pleased to send you any catalogue.

PRICE LIST PAPER FLOWERS.

Chrysanthemum.
16-inch stem. 2 dozen in box.
Dozen ....$0.35 Gross $3.50

Chrysanthemums on Short Stem.
Per gross $3.00

Larger Size.
Dozen ....$0.65 Gross $6.50

Giant Chrysanthemum.
12 inches in diameter.
Dozen ....$1.20 Gross ...$12.00
May be had in any color.

Carnations.
Pink, red or white.
Per gross $1.25

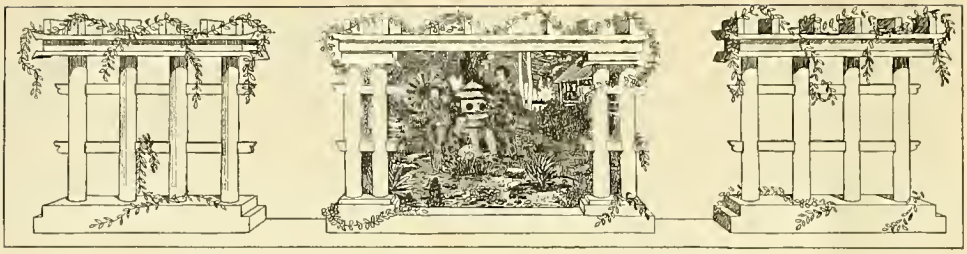
Poppies.
Made of crepe paper, in red, white, pink or yellow.
Dozen ....$0.40. Gross $4.00

Fleur de Lis.
Made of crepe paper in solid colors or shaded.
Dozen ....$0.55 Gross $5.50

In stalks 5 feet high, with 6 flowers and 18 leaves.
Stalk ....$0.60 Gross $6.00

L. BAUMANN & CO.

Leading Importers and Manufacturers **357-359 W. Chicago Ave., CHICAGO**



DESIGN FOR A BACKGROUND, BY WM. M. SHEPPARD.

amply take care of any exposition that may be arranged and any crowd that may gather. The minimum rate at this famous hotel has been $3 per day but for the display men a special rate will be made of $2 without bath and $3 with bath. Mr. Young promised many other attractions which undoubtedly will be made good.

TRUE SPEAKS FOR NEW YORK

John H. True followed Mr. Young and it is to be regretted that we cannot reproduce his address in full as it was remarkably interesting. He said in part:

Mr. President and Gentlemen: It is not the intention of the present speaker to antagonize the interests of any city or to try to steal from any city the honor and glory of anticipating the next convention. I believe that every man that has preceded me and every letter that has preceded me is well worthy of your attention both from your interest and from your loyalty to your territory. I believe that you should live and labor in the middle west for every right, to lean with the greatest fealty to those cities which are the most likely to be of advantage to you as window display men.

And I would be the last man in the world to attempt to divorce any one of you from what you rightfully and sincerely think to be for the very best interests of your profession. I have no brass band to offer, and I have no flags to offer. I have nothing to offer except this, that inasmuch as I expect you all to be loyal to your immediate interests, I too have the right to be loyal to my idea and sentiment, and that is the window display man at large.

"No pent up Utica attracts his power." And the man who is the window dresser today in some obscure town, in God knows where, may some day through the broadening of his intelligence be the master decorator in the biggest store in the biggest city of this big country.

And it is with this feeling of the enlargement of this profession, rather than with any local consideration that I voice the sentiments of those organizations which I have the honor of representing in extending this invitation.

It is the profession of window trimmers that is at stake, whether it be held in Grand Rapids, Chicago, New York, San Francisco or any other place. But remember this great big idea which should sweep the country, the more members you have in your organization the stronger you are. Remember in union there is strength. As to what New York offers,—why, that is almost a joke. Is there anything under God's blue sky which they have any other place which New York cannot offer, and offering give.

Is there any other city upon the face of the earth that welcomes the stranger and advances the stranger any more than does New York? Is there any other city that deserves it more than that city does? Is there any other city that offers you more hospitality, when you get in right? And, gentlemen, with three big associations to boost you you will get in right when you come to New a tremendous force of wholesalers and a tremendous force York. There is the Merchants' Association in New York, of retailers that are eager to have you come.

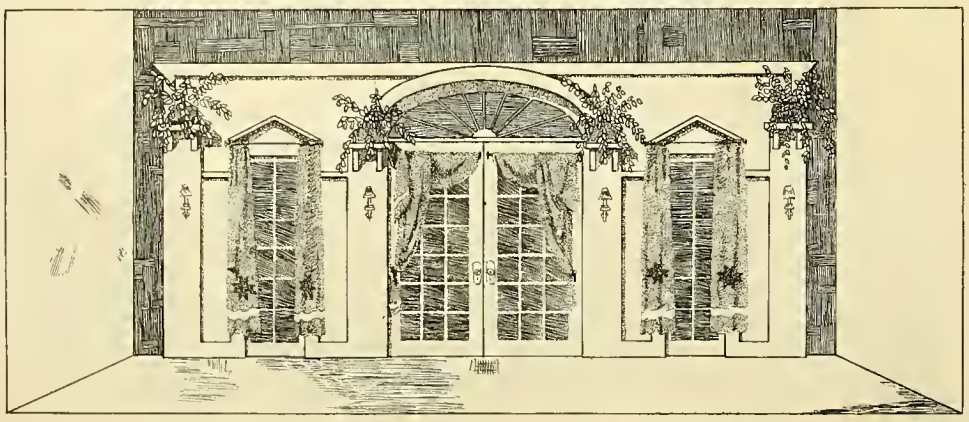
There is the Equipment Manufacturers Association which will demonstrate to you things which you and your companies handle. And then there is the local association there, men well acquainted with the city, a local association that is bound to grow, and then there are all the other locals that will be formed within the next year. (Applause.)

And I say that here and there in my intercourse with members of this association I have been met with: "I went to New York and I was so lonesome." Of course you are lonesome unless there is some one to push you And we will have the people to push you. We invite you to come to the hotel,—one of the most magnificent, and at the same time one of the most democratic in the enire world—a ciy like New York must possess that peculiar combination of the expensive and the democratic. The hotel Waldorf-Astoria possesses the two, the exclusive and the democratic. It is an honor to go there and it is a pleasure to be there, and if the Waldorf Astoria does not suit you there are other hotels that are available.

We are many of us interested in advertising, and we know the value of window trimming in connection with national and local advertising. That will be taken care of. Those of you who wish to get better posted on what is doing in that convention can get your information from New York the very fountain head of the country. New York possess more educational advantages than does any other city. New York by reason of its verity, its wealth, its enterprise can take care of those things.

I scarcely think there is anything for me to say further than to call your attention to the desirability of voting for the good and welfare of your association. If New York loses this year it will lose just as gracefully as it did last year. It will not go back with any sore, it will not go back feeling abashed. It went back with no sore last year, it will go back the same way this time.

Last year I merely represented the Equipment Association. This year I also speak for the local union, of



DESIGN FOR A BACKGROUND, BY WM. M. SHEPPARD



NOW READY

Bright, Brisk NEW 1914 CATALOG

Get Your Free Copy Today

Card Writers and Sign Painters, don't lose a moment—getting my crisp new catalog—bigger and better than ever before. Filled to overflowing with things that will help you.

Tells all about my famous cement-set "Perfect Stroke" brushes and supplies, which were the sensation of the International Association of Window Trimmers Convention at Chicago early in August.

Write for the new catalog today.

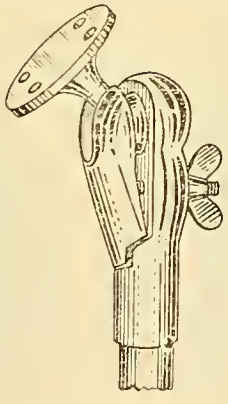
Bert L. Daily

Dept. G., Dayton, Ohio

Mr. Window Trimmer—Just What You Need

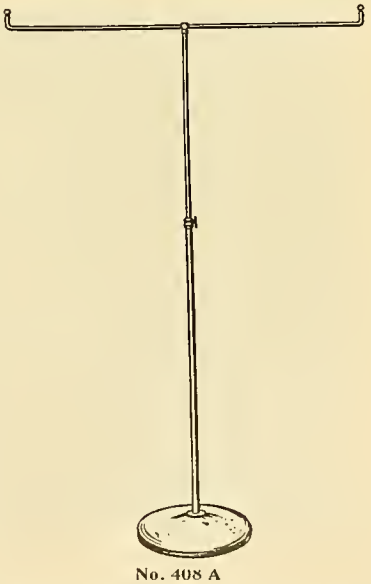


MR. E. J. BERG
Designer of the Berg attachment



No. 755
The Berg Universal Joint

This is a practical attachment that can be used on any regular ⅜ in. standard. It is made of malleable iron, one of the strongest metals known, and permits the top of the stand to be turned in any direction or adjusted to any angle. This attachment was designed by Mr. E. J. Berg, a window trimmer of national reputation and one of the best known officers of the I. A. W. T. The Berg attachment met with the unlimited approval of every decorator who attended the Chicago Convention, where hundreds were sold. Oxidized or gun metal finish. Per dozen **$3.00**



No. 408 A

This draping stand is made of ⅝ in. cold rolled steel tube, ½ in. inside standard; adjusts from 30 to 58 in., and from 36 to 70 in. cross bar ⅜ in. diameter, 26 in. long; turned straight up at ends. Mounted on heavy plain 8 in. base — oxidized, gun metal or nickel. This stand is built to sell goods and is practically indestructible. Per doz. **$13.50**

THE D. J. HEAGANY MANUFACTURING COMPANY
High Grade Metal Store Fixtures
1121 WEST WASHINGTON BOULEVARD, CHICAGO

which I am a member. I have kept very closely after this all year, with all this window trimming movement, and I can guarantee that I have no personal interest at stake, nor has the firm that I have the pleasure of representing. Our business is world-wide. It makes no difference to them whether you could, but on behalf of the Merchants' Association, of these local clubs, I most earnestly invite you on behalf of the organization which I represent and I most urgently urge you all to attend the next convention in New York. I thank you very much.

Mr. E. R. Wheelock followed Mr. True and spoke for San Francisco. He extended a most cordial invitation which received much applause.

NEW YORK NEXT

After some further discussion by a number of speakers a ballot was taken and New York was chosen by an overwhelming vote as the next convention city. There was every evidence of general satisfaction as to the outcome of the election, indicating the broad-minded views governing the personnel of the association.

When the election had been disposed of a number of committees for the coming year were announced.

They were as follows:

MEMBERSHIP COMMITTEE—J. E. Hancock, J. H. Hobelman, W. J. Wright.

PROGRAM COMMITTEE—A. E. Hurst, G. H. Lamberton, J. H. True, A. W. Lindblom, D. B. Bugg, Horace Tracy, H. L. Bear.

EDUCATIONAL COMMITTEE—A. J. Edgell, Geo. J. Cowan, Thos. A. Bird, E. D. Pierce, W. H. Hinks.

PUBLICITY COMMITTEE—D. B. Bugg, Thos. A. Bird, H. K. Burnam, E. O. Burdg.

The new Board of Directors was announced as follows:

Ben. J. Milward, J. A. Gilles, H. L. Harper, H. M. Shoar, F. S. Pratt, A. J. Lewis, E. D. Pierce, O. W. Davis, L. A. Rogers, H. W. Hoile, J. W. DeWitt, Frank Kelly, A. J. Edgell, A. E. Bear, C. E. De Witt, J. H. Hobelman, J. D. Williams, T. W. Wanamaker, E. G. Redmond.

THE BANQUET

The banquet which was held Wednesday evening in convention hall was an immense success. An elaborate menu was served to the satisfaction of everyone. The entertainment features were of a lively character which kept the company highly amused throughout the evening. One of the features was an impromptu minstrel show



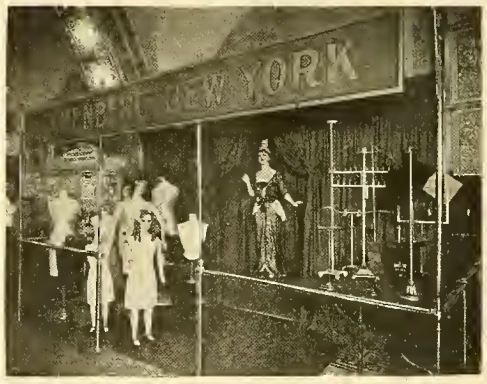
1ST PRIZE, CLASS 7—E. F. SWANK.

which developed the fact that there is in the association a great deal of first class talent. There was a lot of excellent music, monologues and some speaking which kept the tables in an uproar of mirth until a late hour. One of the notable incidents of the evening was a little tribute of appreciation to President Potter by some of his admiring friends. A large floral offering was carried to the President, and the latter, apparently quite affected by the token of good will, was framing a speech of thanks, when the top of the floral offering opened up. It disclosed a very black and very lively little pickaninny, who immediately grasped the somewhat flabbergasted Mr. Potter about the neck, thereby preventing the forthcoming speech.

CONVENTION NOTES

The exhibits by manufacturers were remarkably fine, far surpassing those of last year. Many large orders were reported both in fixtures and artificial flowers. If there was an exhibitor who was not more than pleased, he kept the information to himself.

A notable feature of the exposition was the exhibits of the New York houses. There were several of these made on an elaborate scale. When manufacturers will travel



THE PALMENBERG DISPLAY.

a thousand miles to exhibit at a convention it is pretty fair evidence as to the importance of the meeting. About twice as much space was occupied by booths this year as compared with last year.

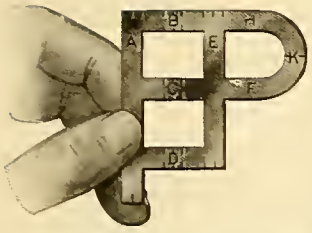
One of the most popular men at the convention was W. J. Radigan, representing Carter's Ink Company. He is a clever all-around entertainer and rapid-fire story teller. He was the recognized yarn spinner of the convention, and whenever he stepped out of his booth he



1ST PRIZE, CLASS 17—H. J. MACKI.

was buttonholed by a crowd who wanted to hear a few more of his chaste narratives. Everyone knows and likes Radigan and a convention without him could not be a complete success.

George Edward Macfadden was on the ground filled to the brim with suppressed eloquence which he had been slated to spray over a delighted audience. Just before he was to appear on the program, however, a messenger boy thoughtlessly presented Mac with a telegram and he was called to Cincinnati. Mac was one of the founders of the association and he had expected to tell the boys of some of the old-time meetings.



"Poligraf" Patented Lettering Device

THIS wonderful tool recently invented makes it possible for persons with absolutely no knowledge of card writing to make perfect letters.

By this one tool you can make all letters and numerals in capitals and lower case in sizes 1, 1½ and 2 inches high.

This tool gives perfect proportions to all your letters, perfect curves and perfect straight lines. In fact its work is only short of marvelous.

The "Poligraf" is made of indestructible steel and will last forever. It is about 2 inches square and weighs one-fourth of an ounce. Can be carried in your pocket.

It is a wonderful help in teaching the beginner correct proportions of letters, and the most inexperienced person can do beautiful, uniform, clean-cut lettering one minute after they get this tool.

A pamphlet containing complete instructions, types of lettering, alphabets, etc., are sent with each "Poligraf." Every card writer should have one. Sent Postpaid, 25 Cents.



Write for this big Catalog of Card Writer's Supplies

Koester Kard Kolors

These new Card Writing Colors are the result of continued experimenting to get a paint that would overcome lumpiness, cracking and spotty drying. Our ten years of teaching card writing has taught us what is necessary to have a perfect ink. The Koester Kard Kolors are the result of this work and knowledge.

We also found that certain inks rotted the brushes while the acids in other inks ruined brushes in a short time. You will find your brushes will last twice as long if you use our colors.

Koester Kard Kolors come in all colors, either gloss or dull finish. They are packed in glass or metal bottles—2 oz. size sells at 15c.

Koester Kard Supply Catalog

This is a large sized booklet that not only contains the most complete list of card writing materials ever assembled, but it also shows how the various articles are used, thus giving you short, helpful lessons that will be of much value to you. There is also a large number of Alphabets, and Show Cards illustrated.

Will be sent free on request

The Koester School 215 S. Market St. CHICAGO, ILL.

Perfect Wax Figures

The line of wax figures shown by us at the Chicago Convention attracted more attention than any other exhibit. They won the praise of the most critical decorators and proved a revelation to many who did not believe that wax sculpturing of this class could be produced in America. They were by far the best wax figures shown at the convention.



We are proud of our wax figures, which range from the most inexpensive to the best that can be produced. We are Sole Western Agents for the celebrated figures of

Gustave Schmidt of New York

Mr. Schmidt is admitted even by competitors to be the leading wax sculptor of America and he has no superior in the world. Every piece turned out by him is a model of perfection that is beautiful in every detail. His figures are all originals—none is duplicated. This line must be seen to be appreciated.

Miniature Figures

Mr. Schmidt has designed a wonderful line of miniature figures about 18 inches high. These lttle works of art are wonderfully attractive. They are posed in pleasing attitudes true to nature and are perfect in every particular. The features, eyes, hair, coloring, etc. are exquisite.

We also have a splendid line of medium priced and inexpensive wax heads—some of them as low as $15.00. In fact we can supply you with any kind of figure you want at a price that will suit.

Our line of metal fixtures is the best it is possible to make. They cost about one-third more to manufacture than most other lines that are sold at the same price. Ask any user of our fixtures if ours are not the best.

Send for our catalogue—it will save you money

The Great Western Fixture Works Office and Factory, 215 W. Schiller St. Display Rooms, 616 Medinah Bldg. **Chicago**

A List of Members of the I. A. D. M. and Visitors to the 17th Annual Convention, Held at the Auditorium Hotel, Chicago, August 3, 4, 5, and 6, 1914.

Note—This list has been compiled as carefully as possible, but it is possible that some names have been unintentionally omitted. Anyone attending the convention, whose name does not appear here, is requested to send same to the editor of Merchants Record and Show Window, 431 S. Dearborn St., Chicago.

A

Abbott, Arthur D., Campbell Ervin Co., Hartford City, Ind.
Ackemann, E. H. C., Ackemann Bros, Elgin, Ill.
Ahlroth, Carl W., Union Clothing Co., Columbus, O.
Allan, F. W., Bailey's Good Clothes Store, Perry, Iowa.
Allen, Louis A., Herbert N. Bush, Flint, Mich.
Allen, P. T., E. R. Casady, Rushville, Ind.
Andruss, R. E., Silverman's, Belvidere, Ill.
Ashby, W. R., Keith O'Brien Co., Salt Lake City, Utah.
Asling, C. D., S. Heymann Co., Oshkosh, Wis.
Atwell, James E., J. L. Hudson Co., Detroit, Mich.

B

Baer, A. E., J. Goldsmith & Sons Co., Memphis, Tenn.
Ballinger, Clarence, Grant D. G. Co., Zanesville, O.
Banks, Alex. M., Wieboldt's, Chicago.
Banks, Glenn, The Hub, Chicago.
Barden, H. V., Barden Store Co., Kenosha, Wis.
Barrett, H., The Fair Store, Ft. Atkinson, Wis.
Baschke, P. L., J. Krumm, Chicago.
Bassett, Raymond, The Toggery, Joliet, Ill.
Bates, J. U., Union Clo. Co., Rochester, N. Y.
Bates, Will H., Koester School, Chicago.
Bear, H. L., Hearn's, New York.
Beard, I. H., Robertson Bros. Co., South Bend, Ind.
Beffel, Edward, Beffel Furniture Co., Racine, Wis.
Benjamin, H. C., The Reliable, De Kalb, Ill.
Berg, E. J., Burgess Nash Co., Omaha, Neb.
Berg, George, J. Oppenheimer Co., Chicago.
Berg, J. M., Kestel Bros. Co., Marshfield, Wis.
Berheide, P. J., Root Store, Terre Haute, Ind.
Bersenbruegge, E. M., Schlueter's, Cincinnati, O.
Berthold, Jno. G., Eikenberry & Christopher Co., Greenville, O.
Best, Walter K., The Turner Ebinger Co., Marietta, O.
Bird, Thos. A., 431 So. Dearborn St., Chicago.
Birkholz, A. C., J. Lehman & Son, Tigertown, Wis.
Bishop, E. L., Youngstown, O.
Blatt, O. R., A. Harris & Co., Dallas, Tex.
Blick, Dick, The O. T. Johnson Co., Galesburg, Ill.
Bohler, C. C., S. H. George & Sons, Knoxville, Tenn.
Boultbee, G. C., McCurdy & Robinson Co., Rochester, N. Y.
Bower, T. W., The B. Rockwell Mdse. & Gr. Co., Junction City, Kans.
Boyd, Harry S., Bragdon D. G. Co., Portsmouth, O.
Buchanan, Leo M., Big Springs, Tex.
Bueski, A. A., Bueski Fashion Center, Sauk City, Wis.
Brink, H. M., Gilmore Bros., Kalamazoo, Mich.
Burkheimer, H. C., The Walker Dry Goods Co., Charleston, W. Va.
Busby, Harrison W., Swenson's Shop, Albert City, Iowa.
Butement, Wm., Forbes & Wallace, Springfield, Mass.
Butterworth, A. E., John Taylor, D. G. Co., Kansas City, Mo.
Bridges, H. L., Thomas Clothing Co., Seymour, Ind.
Bronsing, Jos. F., Bry's, Memphis, Tenn.
Brooks, Henry J., Penner's Dept. Store, Whitewater, Kans.
Brown, Clarence, Cartwright & Headington, Portland, Ind.
Bryan, W. D., The Anderson Newcomb Co., Huntington, W. Va.

C

Cameron, Jack L., Harris Emery Co., Des Moines, Iowa.
Campbell, F. J., Herrick Clo. Store, Green Bay, Wis.
Campen, Geo. D., Campen Clo. Store, Eau Claire, Wis.
Cane, John F., Hanson D. G. Co., Watseka, Ill.
Carlson, Arthur, Boston Store, Ft. Dodge, Iowa.
Carney, A. F., A. F. Carney & Co., Waukegan, Ill.
Canney, Wm. H., Lion Store, Hammond, Ind.
Carpenter, Walter A., Cokendolpher's, Mattoon, Ill.
Chait, William A., Sikes, Berwanger & Co., Baltimore, Md.
Chapman, E. L., J. R. Jones Sons & Co., Kalamazoo, Mich.
Chadwick, J., 4269 Delmer Ave., St. Louis, Mo.
Chmelik, Jerome R., Armitage Clo. Co., Chicago.
Christiansen, S. B., M. L. Rothschild, Chicago.
Christopher, Louis C., J. Oppenheimer & Co., Chicago.
Clark, M. H., McNeil & Blackman, Eldora, Iowa.
Clarke, W. A., McPherson Co., West Lorne, Ont., Canada.
Cline, Allen, Glover Co., Cheboygan, Mich.
Cohen, Aaron, Cohen & Comins, Park Falls, Wis.
Coleman, D. Byrd, Titche-Goettinger Co., Dallas, Tex.
Colvin, Richard E., New York Store, Delaware, O.
Cooper, A. L., Doyle Furniture Co., Galesburg, Ill.
Cottermann, Ray, New England F. & C. Co., Minneapolis, Minn.
Coulstock, H. A., Ziesel Bros., Elkhart, Ind.
Cowan, Geo. J., 215 So. Market St., Chicago.
Cowan, H. H., W. H. Zinn Co., Lafayette, Ind.
Cox, Geo. J., H. S. Kahns & Co., Milwaukee, Wis.
Cummings, W. J., 208 E. Superior St., Chicago.
Curtis, Mrs. E. L., The H. W. Gossard Co., Chicago.
Cramer, E. E., Oliver Cramer, Brookfield, Mo.
Crossley, A. B., White-Davis Co., Boulder, Colo.
Crueger, Arthur, Espenhain Dry Goods Co., Milwaukee, Wis.

D

Dairth, J. W., Smith D. G. Co., El Paso, Ill.
Daniel, Al P., T. Pillot Co., Houston, Tex.
Davis, Charles, E. C., Murias Co., Hammond, Ind.
Davis, Harry C., M. L. Rothschild, Chicago.
Deery, Raymond G., H. P. Wasson & Co., Indianapolis, Ind.
De Rhodes, Frank H., Frank H. De Rhodes, Chadron, Neb.
Dewitt, J. H., Kleeman D. G. Co., Terre Haute, Ind.
Dexter, Jas. L., E. C. Jones, Fairmont, W. Va.
Dimond, V. J., La Salle, Ill.
Dickerson, J. R., The N. P. Nelson & Co., Galesburg Ill.
Dickerson, Wm., C. V. Gentry, Charleston, W. Va.
Dodds, Russell R., Harned & Von Maur, Davenport, Iowa.
Domino, T. M., Wm. R. Zollinger & Co., Canton, O.
Donahue, Jas. N., Rollman's, Cincinnati, O.
Donnellan, J. J., G. W. Newman, Emporia, Kans.
Dowd, Peter, B. Krom, Iron River, Mich.
Downing, E. M., The Fashion, Columbus, O.
Duey, T. G., Wurzburg D. G. Co., Grand Rapids, Mich.
Duff, Clarence E., J. Katzenstein & Co., Marietta, O.
Dunlop, George, Boston Store, Marion, Ind.

E

Echternach, Chester R., Levin's, Marshalltown, Iowa.
Edds, Frank T., McKinnon's Limited, Weyburn, Sask., Canada.
Edgell, A. J., Society for Electrical Development, New York.
Edstrom, Wm. H., Boxrud & Hjermstad Co., Red Wing, Minn.
Eliason, A. A., Grantsville, Utah.
Egelhoff, Otto G., G. A. Egelhoff & Co., Fond du Lac, Wis.

One of Our Many Popular Models



Paasche's 3 in 1 Air Brushes
THE BEST OF THEM ALL
EVIDENCE

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

Trimmers' and Cardwriters' Opinion

Invaluable Instrument
Model "E"-2 Air Brush, which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.
O. E. WHEETE, Decorator, Care Pegram D. G. Co., Muskogee, Okla.

Card Writer Handicapped Without One
The Model "H"-2 Air Brush bought of you recently has been in constant use and has given entire satisfaction. There is no limit to the variety of effects that can be produced with it and the card writer that does not use one, is, I think, very much handicapped in his profession. Thanking you for your prompt attention, I am yours very truly.
W. E. REID, Cheraw, S. C.

Delighted
I purchased one of your "3 in 1" Brushes through your Sydney agent some time ago. I must say I am highly delighted with the effects obtainable with this little tool. It's proving all you claim for it. Yours faithfully, A. S. NICOLLS, Marwillumbah, N. S. Wales, Aust.

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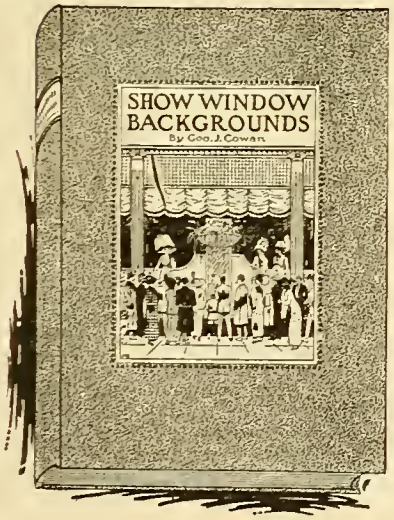
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6 Decoration Day Windows.
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7 Summer Windows.
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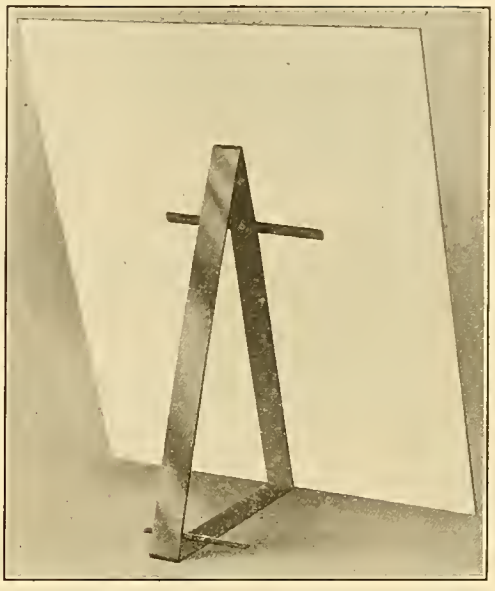
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Salzberg, Edward B., Salzberg's House of Quality, Michigan City, Ind.
Saunders, Henry B., N. H. Putnam Co., Lebanon, Ky.
Savary, Henry F., F. S. Martin Co., Sioux City, Iowa.
Schick, Frank G., The C. F. Jackson Co., Norwalk, O.
Schiodt, Aage, Pegues-Wright Co., Hutchinson, Kans.
Schneider, Albert, Geo. J. Moleski, Mt. Carmel, Pa.
Schooler, Jos. B., Davidson Bros. Co., Sioux City, Iowa.
Schlutsmeyer, Arthur, H. C. Schlutsmeyer & Son, Waverly, Iowa.
Schumacher, Geo., Ed Schuster & Co., Milwaukee, Wis.
Schultz, A. B., J. A. Tower & Co., Ft. Madison, Iowa.
Scott, G. B., Star Clothing Co., Grand Rapids, Mich.
Shank, Carl H., The C. F. Jackson Co., Findlay, O.
Sebesta, James J., A. M. Jindra, Chicago.
Sharp, Roy F., Higginbotham-Currie-Williams Co., Ballinger, Tex.
Shaar, Harvey M., Watt & Shand, Lancaster, Pa.
Shaw, Wm. H., Smith, Bridgman & Co., Flint, Mich.
Sheppard, Wm. M., The Pelletier Co., Sioux City, Iowa.
Shickel, F. M., Kleeman D. G. Co., Terre Haute, Ind.
Shillito, H. C., The Rudolph Wurlitzer Co., Cincinnati, O.
Silver, Bert., George Golde & Co., Cincinnati, O.
Simmonds, Clyde A., W. H. Turner Co., Kokomo, Ind.
Singer, R., Stern Clo. Co., Chicago.
Skoglund, R. A., Josephson's, Red Wing, Minn.
Smith, C. A. F., M. L. Parker Co., Davenport, Iowa.
Smith, F. A., Robinson, Nash & Robertson, Dallas, Tex.
Smith, Jo., Kellogg, Drake & Co., Galesburg, Ill.
Smith, L. J., Rike-Kumler Co., Dayton, O.
Smith, Otto C., Smith's Tender Feet Shoe Shop, Cumberland, Md.
Smith, T. J., John B. Carlile Co., Lebanon, Ky.
Smyser, Bert A., Stone-Fisher Co., Tacoma, Wash.
Snediker, J. C., Austin-Snediker Mer. Co., Topeka, Kans.
Sneyd, Raymond., M. Joseph's Sons, Terre Haute, Ind.
Snitovsky, Harry, Gary, Ind.
Sorrell, Edgar A., B. & M. Clo. Store, Peoria, Ill.
Spangler, Elmer K., O. T. Hansen & Co., Clear Lake, Iowa.
Spearhake, A. H., Burdick & Murray, Madison, Wis.
Spitzberg, Joe, Altheimer D. G. Co., Little Rock, Ark.
Spelman, M. H., Stumpf & Langhoff, Milwaukee, Wis.
Spore, J. V., Stern Bros., Champaign, Ill.
Stahl, Frank C., The Leader, Mankato, Minn.
Steiner, Frank B., Levy-Wolf D. G. Co., Springfield, Mo.
Sten, A. G., Roshek Bros. Co., Dubuque, Iowa.
Stephens, Wm., The Big Store, Cincinnati, O.
Stockbarger, W. N., J. M. Block, Canton, Ill.
Stoffer, Arthur A., The Chas. Ruedebusch Co., Mayville, Wis.
Stone, R. C., A. M. Waldrop & Co., Bryan, Tex.
Stoneburner, Chas., H. H. Sturtevant Co., Zanesville, O.
Strain, Chas., Rorabaugh-Wiley D. G. Co., Hutchinson, Kans.
Street, Henry B., Cincinnati, O.
Sues, Melvin J., Foley Bros. D. G. Co., Houston, Tex.
Svedstrom, E. M., Fraser D. G. Co., Princeton, Ill.
Sypher, Julius V., Cooper & Butler, New Castle, Pa.
Swank, E. F., Louis Bischof, Crawfordsville, Ind.
Swanson, John A., G. C. Willis, Champaign, Ill.
Swisher, Frederick H., Peru Mercantile Co., Peru, Ind.

T

Tannehill, J. E., Carson, Pirie, Scott & Co., Chicago.
Tanner, N. E., M. Lichtenstein, Corpus Christi, Tex.
Taylor, Ellis E., Frankel Dry Goods Co., Oskaloosa, Iowa.
Teal, Wm. H., Lasalle & Koch, Toledo, O.
Thuning, E. J., Marting Bros. Co., Portsmouth, O.
Ticen, Earl., Douglas Tailoring Co., Marion, Ind.
Tinken, E. J., Knuth Bros., Aurora, Ill.
Tobey, Harry W., Greenfield Bros., Wichita, Kans.
Torrasch, H. H., The F. & R. Lazarus & Co., Columbus, O.
Trowbridge, C. W., Skinner, Chamberlain & Co., Albert Lea, Minn.
Tyler, W. N., W. J. Donelan Co., Ottumwa, Iowa.

U

Ulbrich., H. J., The Griffin Co., San Marcos, Tex.
Utz, Carl., Wallenstein Cohn, Wichita, Kans.

V

Van Coutren, Leo., Halliburton D. G. Co., Brookfield, Mo.
Vance, Wallace., Schulz & Scott, Crawfordsville, Ind.
Vanderlaan, Fred., J. Geo. Dratz Co., Muskegon, Mich.
Voelz, F. H., Racine, Wis.

W

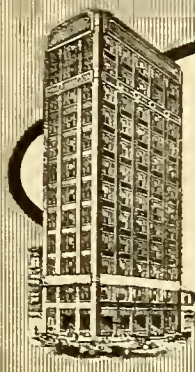
Wagner, Adrian J., Ira M. Smith Co., Grand Rapids, Mich.
Wagner, Geo. H., The Hub, Chicago.
Wagner, Fred, Iowa Merc. Co., Newton, Iowa.
Walker, P. W., A. C. Carlson, Princeton, Ill.
Wallace, Thoburn., Galloway Co., Delaware, O.
Walton, C. L., Palace Clo. Store, Coffeyville, Kans.
Walters, J. M., J. W. Robinson Co., Los Angeles, Cal.
Wanamaker, T. W., Jacobi Bros. & Mack, Galesburg, Ill.
Ware, E. W., H. H. Arnold & Son, Huntington, Ind.
Weber, G. Marcellus, Weber & Moore, Van Wert, O.
Wehrhein, J. L., Sheakley & Kennedy Bros., New Hampton, Iowa.
Weiler, Fred J., L. B. Ringold Co., Burlington, Iowa.
Weiseman, Wm. H., I. Jackson & Bro., Pittsburgh, Pa.
Weinstein, I. M., A. Goldman & Son, Milwaukee, Wis.
Weiss, Samuel R., Linning & Co., Chicago.
Werner, M. H., Cleveland & Son, Nebraska City, Neb.
Westlake, H., Zoeller Dolling Co., Battle Creek, Mich.
Westmeyer, E. E., J. H. C. Petersen's Sons, Davenport, Iowa.
Wheeler, John P., M. Friedman Co., Grand Rapids, Mich.
White, F. J., Auerbach Co., Salt Lake City, Utah.
Whitnack, Henry C., H. B. Sykes Co., Elkhart, Ind.
Whitnah, Raymond T., Whitnah Dry Goods Co., Greenfield, Iowa.
Wicks, Jack F., Macpherson & Edward, Springfield, Ill.
Willard, Harry E., Hartman D. G. Co., Centralia, Ill.
Williams, C. H., Jr., H. E. Bauch Co., Milwaukee, Wis.
Williams, J. V., Browning, King & Co., St. Louis, Mo.
Wilson, E. R., Progress Clo. Co., Evansville, Ind.
Wilson, C. E., The Killian Co., Cedar Rapids, Iowa.
Winn, M. A., The John Gerber Co., Memphis, Tenn.
Winter, E. C., John Thomas & Sons, Johnstown, Pa.
Wiseman, Harry B., C. F. Massey Co., Rochester, Minn.
Witt, E. F., Palace Clothiers, Tulsa, Okla.
Woeste, Louis B., Shannon & Sokup Co., Cincinnati, O.
Woodruff, W. W., Jenss Bros., Niagara Falls, N. Y.
Wolfe, Clyde S., C. M. Vicary Co., Canton, O.
Worger, Al, Stout's Factory Shoe Store Co., Indianapolis, Ind.
Wright, Wm. J., Niagara Dry Goods Co., Niagara Falls, N. Y.

Y

Yost, J. M. W., Penn Traffic Co., Johnstown, Pa.
Young, E. L., Barrett Hdw. Co., Joliet, Ill.
Young, R. A., S. L. Brock D. G. Co., Oklahoma City, Okla.
Young, E. W., Miller & Paine, Lincoln, Neb.

EXHIBITORS AND REPRESENTATIVES.

Adler, J. I., Botanical Decorating Co., Chicago.
Beaven, Edward A., Evergreen, Ala.
Bidwell, Charles W., Favor, Ruhl & Co., Chicago.
Biederman, L., L. Baumann & Co., Chicago.
Bodine, J. Clarence, 856 No. State St., Chicago.
Bradford, Irving L., Hugh Lyons & Co., Lansing, Mich.
Branen, Charley, Great Western Fixture Works, Chicago.
Branen, Jas. H., Great Western Fixture Works, Chicago.
Brewster, William E., National Lamp Works of G. E. Co., Cleveland, Ohio.
Bugg, D. B., Dry Goods Economist, New York.
Burdg, E. O., Dry Goods Reporter, Chicago.
Butcher, L. O., L. O. Butcher & Bro., Chicago.
Copeland, A., Superior Brass & Fix. Co., Chicago.
Crombie, J. M., Ornamental Products Co., Detroit, Mich.
Crysler, C. H., Natl. Card, Mat and Board Co., Chicago.
Daily, Bert L., Dayton, Ohio.
Dietz, E. C., Wm. Buhrig Co., New York.
Doane, W. S., J. H. Matthews & Co., Pittsburgh, Pa.
Drey, Nat, Hugh Lyons & Co., Chicago.
Fargo, F. M., Cott-a-lap Co., Chicago.
Feuerstein, Miss, Drygoodsman, St. Louis, Mo.



ATTEND THE KOESTER SCHOOL

STUDY WINDOW TRIMMING



TUDY under the best informed teachers in the world, who have originated most of the new and best window trimming ideas in the past ten years. Here are a few of them: Koester Drapes, Mummy and Peacock Drapes, Correct Fashion Draping, Interchangeable Backgrounds. Showing goods as they will appear in use etc., etc.

Draping is the hardest thing to do in all window trimming. Our Mr. W. H. Bates is known as the best teacher and authority on this subject.

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Special ***Demonstrations*** such as Finishing Wax Figures, doing plastic relief work, etc., are given by experts, spending from a half to an entire day at the school.

Write for complete catalogue.

STUDY ADVERTISING



THIS fascinating and remunerative work is taught by personal instruction at the school orby mail through our Extension Home Work.

Our Mr. H. J. Rutherford has charge of the classes in the school while Mr. E. M. Lewis has charge of the Home Work.

This course is designed only for the Retail business and is absolutely the most complete and perfect course that has ever been devised.

Actual merchandise is used and the student is taught to know merchandise and how to write about it.

The young man who can take care of both advertising and window trimming is in great demand and gets a very much higher salary than the man who does window trimming alone.

When writing please state what studies you are interested in.

STUDY CARD WRITING



E now have ready our perfected instruction plates that are the result of ten years' experience in teaching card writing.

As soon as these plates were perfected we knew it would be possible to teach card writing by correspondence and therefore added this to our course.

One of our students writes in that his work has improved 80% and he was a good card writer at that.

These new instruction plates are the result of much work and expenditure of time and money, but the result is the most important, helpful influence added to this work in many years.

The few dollars you spend for this instruction will bring you big returns in increased efficiency.

We also have a new catalogue of card writing supplies that is most complete.

Better get it.

If you cannot come to the school you can study Salesmanship, Store Accounting, Advertising and Card Writing at home by means of our Extension Mail Courses

The addition of Salesmanship and Store Accounting instruction bring to the merchant and his help most vital assistance in keeping his trade. The Advertising, Window Trimming and Show Cards get the people into the store and it is then necessary to know how to keep this trade.

Store Accounting also informs the merchant just where he stands. It points out the right way of conducting his business and at the same time he installs in his store a system adapted to its particular needs and most important of all he knows how to understand it as well as use it.

We would like to send you our catalogues

The Koester School 215 S. Market St. Chicago

Fisher, J. S., National Form & Fixtures Co., Grand Rapids, Mich.
Franklin, Joe A., Frankel Display Fix. Co., New York.
Gelderman, F. H., L. Baumann & Co., Chicago.
Gorove, M. R., Hugh Lyons & Co., Lansing, Mich.
Griffis, C. L., Chicago Mat Board Co., Chicago.
Heagany, D. J., D. J. Heagany Mfg. Co., Chicago.
Heile, Robert E., Curtis Leger Fixture Co., Chicago.
Hess, G. Wallace, 1405 Olive Ave., Chicago.
Hodge, W. V., The Haberdasher, Chicago.
Hurst, A. E., Economist Training School, New York.
Johnston, Gust W., Detroit Stove Works, Chicago.
Kadet, J. J., K. and K. Co., Chicago.
Kling, S. M., Wallbrum, Kling & Co., Chicago.
Lovett, Thomas, Decorative Veneer Products Co., Chicago.
Lyons, Arthur E., Hugh Lyons & Co., Lansing, Mich.
MacGillivray, R. D., Frankel Display Fixture Co., New York.
Mifflin, Elgin, Jr., Hugh Lyons Co., Lansing, Mich.
Onken, Robert, Oscar Onken Co., Cincinnati, O.
Paasche, Jens A., Paasche Air Brush Co., Chicago.
Polay, Dave, Polay Fixture Service, Chicago.
Quensell, R., J. R. Palmenberg's Sons, New York.
Radigan, W. J., Carter's Ink Co., Boston, Mass.
Reed, W. M., Merchants Record Co., Tulsa, Okla.
Reising, Gustave, L. Baumann & Co., Chicago
Rutherford, H. J., Koester School, Chicago.
Sanders, H. J., Deltox Grass Rug Co., Oshkosh, Wis.
Schack, Joseph, Schack Artificial Flower Co., Chicago.
Schneider, Julius, The Chicago Herald, Chicago.
Selig, Louis, Botanical Decorating Co., Chicago.
Servas, John A., John A. Servas Studio, Rochester, N. Y.
Simpson, Orval, Curtis Leger Fixture Co., Chicago.
Spiers, Andrew B., Bird & Son, Chicago.
Stubbs, J., Thayer & Chandler, Chicago.
Tracy, Horace, Norwich Nickel & Brass Co., Norwich, Conn.
True, John H., J. R. Palmenberg's Sons, New York.
Watkins, F. A., Pitts. Ref. & Illuminating Co., Chicago.
Wold, O. C., Wold Air Brush Art Shop, Chicago.
Zimmerman, B. B., National Lamp Works, Cleveland, O.

LIST OF EXHIBITORS

Cardwriters' Supply Co., Galesburg, Ill.
Wold Air Brush Art Shop, Chicago, Ill.
Weinberg Valance Co., Chicago, Ill.
Favor-Ruhl Co., Chicago, Ill.
Economist Training School, New York, N. Y.
Dry Goods Economist, New York, N. Y.
J. R. Palmenberg's Sons, New York, N. Y.
New York Store Equipment Mfrs. Assn., New York, N. Y.
James H. Matthews & Co., Pittsburg, Pa.
Curtis-Leger Fixture Co., Chicago, Ill.
Carters Ink Co., Chicago, Ill.
Wm. Buhrig Co., New York, N. Y.
Hugh Lyons & Co., Lansing, Mich.
National Card, Mat & Board Co., Chicago, Ill.
Thayer & Chandler, Chicago, Ill.
L. O. Butcher & Bro., Chicago, Ill.
Drygoodsman, St. Louis, Mo.
G. Wallace Hess, Chicago, Ill.
Ornamental Products Co., Detroit, Mich.
Great Western Fixture Co., Chicago, Ill.
Frankel Display Fixture Co., New York, N. Y.
The Haberdasher, New York, N. Y.
The Koester School, Chicago, Ill.
Dry Goods Reporter, Chicago, Ill.
Merchants Record and Show Window, Chicago, Ill.
National Farm & Fixtures Co., Grand Rapids, Mich.
Pittsburgh Reflector & Illuminating Co., Pittsburgh, Pa.
Schack Artificial Flower Co., Chicago, Ill.
The Upson Co., Lockport, N. Y.
Calkins Studio, Chicago, Ill.
American Lithographic Co., New York, N. Y.
Polay Fixture Service, Chicago, Ill.
Wallbrunn, Kling & Co., Chicago, Ill.
Oscar Onken Co., Cincinnati, Ohio.
Botanical Decorating Co., Chicago, Ill.
J. F. Gasthoff & Co., Danville, Ill.
Superior Brass & Fixture Co., Chicago, Ill.
Norwich Nickel & Brass Co., Norwich, Conn.
D. J. Heagany Mfg. Co., Chicago, Ill.
Bird & Son, Chicago, Ill.
L. Baumann & Co., Chicago, Ill.
Decorative Veneer Products Co., Chicago, Ill.
Cott-a-lap Co., Somerville, N. J.
K & K Company, Chicago, Ill.
Alabastine Co., Grand Rapids, Mich.
Paasche Air Brush Co., Chicago, Ill.
Bert L. Daily, Dayton, O.
Hecht Fixture Co., Chicago, Ill.
A. L. Randall Co., Chicago, Ill.
John A. Servas, Rochester, N. Y.

Los Angeles Local Meets

THE MID-SUMMER OUTING of the California Display Managers' and Window Trimmers' Association was held at Ocean Park beach on Saturday, July 25. Early in the afternoon the decorators, with their friends, left in special cars for the beach. In the afternoon began the various sports and fun making. The window dressing contest was the principal feature. Squares marked out on the sands of the beach represented windows in the big stores, and with pretty girls in bathing suits as models instead of wax figures to work with, the display managers did the best trimming in their careers. Perhaps close to a thousand bathers and beach promenaders watched the nimble trimmers in their first annual contest.

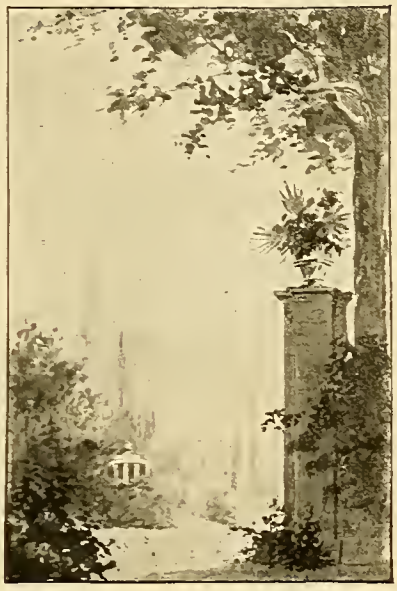
Following the window dressing contest the trimmers and display managers chose sides for base ball teams and played a fast and exciting game resulting in a victory for the display managers with a score of 6 to 5. The managers were led by President Kupfer and W. Hampton led the opposing team.

In the hundred-yard dash M. H. Maxwell was the winner, while Miss Bell carried off first honors for fifty yards in the ladies' race. In the evening a banquet was served at the Merritt-Jones Hotel and later the seventy-five guests adjourned to the tango tea room where dancing was enjoyed until a late hour.

The day's outing was arranged by President C. A. Kupfer, of the Ville de Paris, assisted by J. A. Jones, Jr., of the Coulter Dry Goods Company and secretary of the association. J. E. Cooke, R. L. Hollis and G. E. Twitchell being also on the committee for arrangements.

This is only one of many special features planned by the association. The next is to be a banquet at the Hotel Clark during the united fashion show in September, at which time the California retail dry goods merchants are to be in session in Los Angeles and prominent merchants have already consented to address the association.

An Opportunity



Tone Up
Give Life
to Those
Fall
Windows
Use
BER-ZER
Decorative
Scenic
Paintings
This
Season

SPECIAL

On all orders of three or more SCENIC PANELS not to exceed 6 sq. ft. each, we are quoting the exceptionally low price of . . . . . **$1.00 per Panel**

Air Brush Show Cards a Specialty.

Write today for our illustrated circular.

The Ber-Zer Studio, Dayton, O.

KADY
SUSPENDERS

are sturdy, comfortable and practical. Kady quality goes into every pair made. Only the highest grade of flexible webbing is used. Every seam and fastening is carefully reinforced to stand long continued wear.

The Double Crown Roller

a patented feature automatically shifts the webbing with the wearer's every movement, preventing binding on the shoulders or the slighest hampering of free action.

Kady suspenders attract new customers wherever they are shown. They are worthy of the careful consideration of every dealer who keeps in touch with the wants of discriminating men.

Retail at 50c and 75c

Prices to dealers $4.00 and $4.25 dozen.

Valuable selling helps are furnished free to the trade.

THE OHIO SUSPENDER CO.
Mansfield, O.

Makers of all kinds of suspenders, belts and garters



WANTED!



Trained Store and Department Managers

Business is becoming more complicated every day. Competition is growing keener. Never before have TRAINED MEN in the mercantile business been more needed.

Stores must be made more attractive—advertising must be more effective—and a higher degree of efficiency must be developed in all departments.

The next ten years will see greater opportunities and larger salaries for *trained men* in the mercantile field than we have ever known.

NOW Is the time for *You* to get ready

Through the careful use of your spare time you can train yourself for a good job in some department where your chances for advancement will be almost unlimited. And you can get this training right in *your own home* through the clear and practical Courses of the International Correspondence Schools.

Hundreds of successful window trimmers, office managers, sales managers, and advertising managers owe their success to the training they got from the I.C.S. What these men have done YOU can do.

Just mark and mail the attached coupon. The I.C.S. will show you how you, too, can train yourself for a good job in the mercantile business—or any other business you may prefer.

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for the position before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Higher Accounting	____Civil Service Exams.
____Stenography	____Chemistry
____Banking	____Automobile Running
____Commercial English	____Agriculture

Name_____

Street and No._____

City_____ State_____

Present Occupation_____

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

Women's Novelty and Sports Coats Being Hurried Out. The novelties are made of the most beautiful imported fabrics of the season, in rich colors and with richly designed linings. Their present prices—$15 to $25—are absurdly small for garments of their quality. On another rack of coats the prices are the same, but the coats are mostly of the sports kind, being checks and plaids in black and white and a few vivid colors. At $7.50 to $18.75 is a lot of golfines, and corduroys in white and vivid greens, tangos, blues and reds. Two or three imported models among these.

Wherever We Find Waists Soiled or Mussed we put them in the clearaway. Each day brings to light more odd groups of blouses that are scheduled to go for much smaller prices. Mostly lingerie styles, with a few tailored cottons and silks thrown in. New prices are 65c to $9. When perfectly fresh they sold for several times these amounts. Also 500 new voile and organdie waists to sell for $1 each. Daintily trimmed with embroidery and hemstitching.

No Daintier Blouses Than Those of Organdie. And how many of them are being worn! Three entirely new styles have just come. Although embroidered by machine, the work is of such fineness that it closely resembles hand work. In addition there are trimmings of lace insertion or insets, pin tucking and hemstitching. Two styles have set-in sleeves. Prices are $3.85, $5 and $5.50.

No Two Days Alike in the Cotton Remnant Sale. Every morning there is a new mountain of short lengths added to take the place of those that have already gone. Mothers especially are finding this Remnant Sale helpful on account of the great variety of short lengths for school frocks as well as full sized dress, suit and skirt patterns for themselves.

Now the Fall Skirts Begin to Come—and nine out of every ten women will be glad to know that they are all wider round the foot. Also many of them are pleated. One style of wool voile in a perfectly straight, simple skirt accordion pleated all the way down; and lined or unlined, as preferred. Then there are skirts of gabardine with Roman stripes below their tunics; skirts of serge with braid bound rounded tunics, skirts with box pleated and gathered tunics set on deep yokes. They come mostly in navy or black, and cost from $6.75 to $17.75.

Broad Is the Scope of the Dress Goods Remnant Sale. So great the variety that a woman could hardly fail to find something she will need now or later on—and it may be long before such prices can be quoted again. It is the year's greatest clearance of our Dress Goods Section, when all the remnants and short ends are collected and disposed of at average half price. All sorts of sheer and summery tissues, plenty of practical cottons and plenty, too, of the staple, good style woolens that it will be perfectly safe to buy for next fall.

Chinchilla Sports Coats Again. It doesn't seem possible to get enough of them—perhaps because the out-of-doors woman is bound to like anything that so successfully combines utility, smartness and becomingness. Some have stripes or plaids in navy, black or tan—mere threads of color on a white ground. The rest are all white. $15 each.

House Dresses, $1.50. Women's adjustable house dresses, of striped gingham, in blue-and-white, and gray-and-white effects, and of percale, in light and dark colors. Made in one-piece style, opening the entire length, and with four clasp buttons that can be adjusted to fit any waist. Sizes 36 to 46.

If Any Young Women Want Summer Frocks they will find today an excellent time to get them. Two racksful have had their prices changed overnight to read $3.75 to $10 instead of $6 to $18.50. Simple little dresses for morning as well as more elaborate models for afternoon are among them. Linen, tissue, dimity and gingham are the materials. Some are hand embroidered and there are a few linen one-piece regulation dresses.

August Is the Month of Waist Outclearing—when the makers have set their machines going on fall work, and are clearing out the very last of their summer supplies, and when we are making room in our stocks as fast as we can for the new things.

Swiss Embroideries, Specially Priced. Flouncings, 45 inches wide, their embroidery well done on fine, sheer Swiss, are $1.50 a yard. The patterns are pretty and many, and the price would be considerably larger if the flouncings were not sample pieces from the importer's counter. Swiss embroidery galons are on the same counter, at 15c and 25c. Widths, 1½ and 3 inches.

Women's $4.75 *to* $20 *Imported Dressing Sacques,* $2.25 *to* $9.00. Twenty-five dainty Dressing Sacques from Paris, that have lost a bit of their freshness through the soil and crush of handling. Some are of batiste; others of lawn—a few are silk-lined, and all are beautifully hand-embroidered with the rare precision and equisite daintiness that characterize French needlework. Mostly one or two of a kind.

New English Voiles in Stripes. Black and white stripes, quite narrow and giving a soft gray effect, cool looking and very pleasing. There is a choice of three varieties of stripes and the texture of the voile is finer than the domestic article. They are 40 inches wide and 38c a yard.

A Woman Saves Most in Silks when she finds what she wants on the table of waists and dress lengths. Today's variety is especially helpful in the kinds most wanted. Crepe meteors, messalines, wash silks and others. Plenty of good black silks. About one-half of their former price has been deducted.

Flyaway of Waists—Silk and Lingerie—Mussed and Soiled. A little rummaging through stocks has brought to light some very pretty crepe de chine, Georgette crepes, chiffon and messaline blouses that may need pressing and a number of lingerie and tailored waists that need a tubbing. For the little time it will take to put them in condition most women will be only too glad to have such a large part taken off their prices. Silk and lingerie alike they are marked today at $1 and $2.

Foulards—Year-Around Silks. To women who have in mind cool, easily draping Silks that are as comfortable in extremely hot weather as they are appropriate during the autumn and winter, we recommend Foulards. They have been weighed in the balance of many thousands of women's experience, and never been found wanting. They make ideal traveling dresses, do not crush readily, and when one's destination is reached, can be worn for calling, shopping or on any but the most formal occasions, with the consciousness of being in good taste. Hundreds of styles—75c to $1.50 a yard.

Women's $9.50 *to* $15 *Bathing Suits,* $7.50. Great savings for the August vacationist and the woman who anticipates the needs of another season. The suits are made of silk serge and taffeta, in various colorings. Some have a lace collar, others with fancy pipings; all are smartly trimmed with buttons. A small lot—*be early.*

Silk Remnants at 35c a yard. Maybe you will run across a piece one yard long, maybe a remnant of an entire dress pattern or possibly enough for a pretty silk blouse or a petticoat, and these different lengths partly account for their being marked at such little prices. Plenty of silks among them for warm weather wearing and there is no need to tell you that 35c a yard is but a small part of their regular prices.

1,000 *Wash Waists at* $1 *Each.* Such a small price that one wonders how they can possibly be so pretty and made with such care. Yet there are some really charming styles among them. Fine organdies, some embroidered, lace-trimmed voiles, cross-barred dimities, linen tailored styles and two models of serviceable cotton crepe.

"Are These Dress Linens as Good as the Money Can Buy?" That is what anybody needs to know about dress linens or any other goods. We have tried and tried to duplicate these goods and we have failed and failed to find their equal at the prices marked on them. Therefore, our finding is that they are not only as good as their prices can buy, but that they are better than any similarly marked. Of course, anybody is welcome to put them to a test.

25c Cotton Ratines Too Good to Stay Long. Plain colors which are the general favorites, white, which it is hard to get enough of, and some very pretty mixtures. They are 35 and 36 inches wide and the present price is out of all relation to what they have cost.

Umbrella Seconds $1 *and* $1.75. Just as good as the best except for tiny flaws in the cloth, scarcely perceptible, and which you wouldn't know about if we didn't tell you. And if it were not for the little flaws they would be rather expensive, too. Sizes for men and women—plain and fancy handles.

Fall Decorations

Ready For Delivery

High Class Goods
Astonishing Low Prices

Natural Prepared Fireproof



Beech Branches

Beech or Oak Branches, rich in foliage 3 to 4 foot, colors green, red or tan, per 100 Branches $5.00.

Entirely New Natural Prepared Fireproof Poplar Branches, 3 to 4 foot, per 100, $5.00.

Natural Prepared Fireproof Maiden Hair Ferns, large size, green or fall colors, per 100, $4.50.

Fall Vines of Wax or Fireproof Muslin, $6.00 per gross up

Full assortment of Sprays, etc., shown in our new Fall Catalogue free for the asking

J. HARTWIG CO.

The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place Brooklyn, N. Y.

Show Room, 738 Broadway, N. Y.



Feldman's Tango Figures

and other specially posed forms enable you to show garments in lifelike graceful poses that add 100% to the appearance and selling power of your window.

Used by Saks & Co., Oppenheim, Collins & Co., The May Co., and many other leading houses.

Note swivel joint at waist line which enables you to pose figure in any desired position.

Write for Catalogs

L.A.FELDMAN FIXTURE CO.

738 Broadway
New York

G. WALLACE HESS

1405 Olive Avenue, Edgewater Station, Chicago

announces the arrival of his new showcard pens, which arrived in New York on August fifth on the German steamer President Lincoln, the last vessel flying a German flag to leave a European port prior to England's declaration of war.

Of all dealers in cardwriters' supplies Mr. Hess is the only one who ever introduced a new tool for the cardwriter. Among the things he first introduced are the copper-ferrule brush, Payzant pen, the German music pen, the die cut ornament and the border ruling gauge.

He now offers a pen designed by himself and made to his order which he calls his JUMBO PEN. Harry Davis and scores of other trimmers at the convention say it is the greatest pen out. It is guaranteed six months and sells for 35c complete with holder, alphabet and instructions — postage paid; limit one to each customer.

His new SPOON PEN which arrived on the same steamer is a novel and radical departure in the lettering pen line. Price, complete with instructions, postage paid —only one to a customer, 25c.

Another immensely valuable tool is his Marginal ruling gauge for lining borders on showcards. Made in four sizes, one-quarter, half, three-fourth and inch. The set of four with twelve ink retainers —$1.00, postage paid.

Hess' Portfolio of Pen Alphabets and Initial Panels — the very last word in instruction in pen lettering and mixing colors — $1.00, postage paid.

NOTE: The limit on Jumbo and Spoon Pens is made necessary on account of the European war which will prevent the shipping of new stock until the war's end or the establishment of American mercantile marine

More Hand-Made Frocks for Baby Girls. We had to order more even though it was late in the season, because the first lot "took" so astonishingly well. These are all hand-made, and where embroidery is used it is handwork also. Tucks, shirring, smocking, tiny feather stitching, veining, delicate lace frills and ribbon-run beading are the chief decorative touches, but the design in every case is simple and dainty, befitting the baby of six months, one or two years. Prices begin at $1.50 and run up to $4.50.

August Furniture Sale. You can save many a dollar in today's five business hours. And a dollar looks at least as well on a Saturday as it looks on any other day of the week, provided, always, that it is a good dollar. One cannot save good money on bad merchandise. The furniture offered in this August sale is identical in grade with the furniture we sell during the other eleven months of the year at prices averaging one-third more. Stated another way, there is no more difference between the furniture we are selling now and the furniture we sold in July and will sell in September than there would be between two glasses of water taken at the same time from the same clean, fresh fountain. The furniture collection is very large and fine, and the sight of it all is worth coming miles to see.

The August Sale of Furniture shows the proper use of money. It converts money into home happiness. It invests money in a way that pays daily dividends. A well-furnished home elevates the character of the people who live in that home. Environment is as important as birth to children—often more so. Surround your children with good, tasteful, artistic and harmonious home furnishings, if you would have them grow up aesthetic and appreciative of art and culture.

The Men Who "Always Seem to Get In on the Good Things" came here yesterday and saved $9.50 on $28 suits. A few more men of the same kind will find a limited group of the same suits here today—but not for long. They are here because they are exeellently made and trimmed, and we ourselves would regularly sell them for $28. The price today is $18.50. Eaeh suit is half-lined with eool mohair.

115 *Men's* $28 *Blue Serge Suits New Today at* $18.50. They were made by a manufacturer in anticipation of an order that never came. The reason they are here is because they are so well made and trimmed and finished that this clothing store would sell them in its regular stocks at $28 if we had not seeured them at a special price advantage. Each suit is half-lined with cool mohair. There is a eomplete range of sizes in the group, but early selection is advisable.

We Sent for More (and were lucky to get them) of Those $2.50 *Mercerized Shirts for* $1.15. These are the highly mercerized eotton shirts with the Russian eord effect that so many men have asked for a seeond supply of. All made coat style (so there will be no "canal zone" when you wear them without a vest and with a belt) and with soft cuffs. Plain negligees in various good patterns.

Here Today Are Men's $1 *Shirts for* 55c *Each.* You win because the manufacturer was a little balky about making up such material into shirts to sell at 55c. But we convinced him that a little money was better than a lot of dead stock. None of your printed goods here! These shirts are of the kind of madras that has the designs woven through--and good designs, too, in fancy stripes. In style the shirts are plain negligee, with soft cuffs.

The Things That Men Want Are What We Want Men to Find Ready. It is not always that the prices are lower, but often the quality of material and workmanship is better. Some large houses, especially abroad, make women's and men's and children's goods, and our combined and large purchases give us advantages to secure better materials at no greater cost owing to the regularity and largeness of our purehases. Will you think of this, as you walk through the store, or look into its windows?

Men's Underwear—a Harvest. Summer-end prices are available today for the first time in all these groups of men's light-weight underwear. We have eounted up the numbers, so as to give fair notice to customers who want to take advantage of these economies, that they should put their claims in early.

Another Day of the 65c *Shirt Selling.* Going pretty fast, but good selection remains. Not a ease where a few designs are all picked out first. When they are sold down to the last two shirts a man will still have choiee of two good designs. Pleated and plain negligee in madras and pereale; cuffs attaehed.

1,000 *Dozen of Napkins to Your Interest to Know.* We can promise you no discounting of regular prices, but we ean, and do, say that this special importation of napkins represents one of the best linen investments we know of. All are of German make, free from starch and dressing, and neatly hemmed. None have been in stock over 30 days.

Quality First—Then Price. If the quality is good the priee can never be too low. But no matter how low the price, it is too high without sound quality back of it. This is like saying the A, B, C's of shopping, but oeeasionally it does us all good to go back to first principles. Every day, without thinking, people fall into the error of buying furniture and other merchandise just because it seems "eheap." Well, now, your safeguard here is that the furniture, and everything else we sell, is warranted. We stand back of it, first, last and all the time. It was bought at the lowest market rates—at rates which only a buying power of first magnitude ean command from the manufacturers. It is now offered at 10 to 50 per eent reductions. Our entire regular stock is included in the sale. Large speeial purehases are added. The total value of the furniture—is close to a million dollars. In our New York store we have a stock about as large. Both stocks are interchangeable at will.



One of the interesting exhibits at the Chicago Convention. These are beautiful miniature figures about 18 inches high. They are wonderfully perfect in modeling. Shown by the Great Western Fixture Works of Chicago.

Envelopes

BIG STORES GENERALLY have adopted the use of envelopes instead of wrapping paper for very small packages. The envelope saves time at the wrapping desk, is more convenient for the customer, and furnishes an opportunity for an effective advertisement. The envelopes are generally made of light but tough manilla paper of good quality and are printed in one or two colors. with a picture of an attractive nature and an advertisement of one of the store's departments The envelopes are made in various shapes and sizes suitable for the very small pieces of merchandise. When a purchase is made in one department, it is the custom to place it is an envelope advertising another. As these envelopes are printed in large quantities, the cost is not great.

Before you plan your Fall advertising campaign, find out about the Kempf Van Dresser Co's advertising service for **clothiers** and **furnishers.**

Kempf Van Dresser Co.,

32 West 28th St., New York City



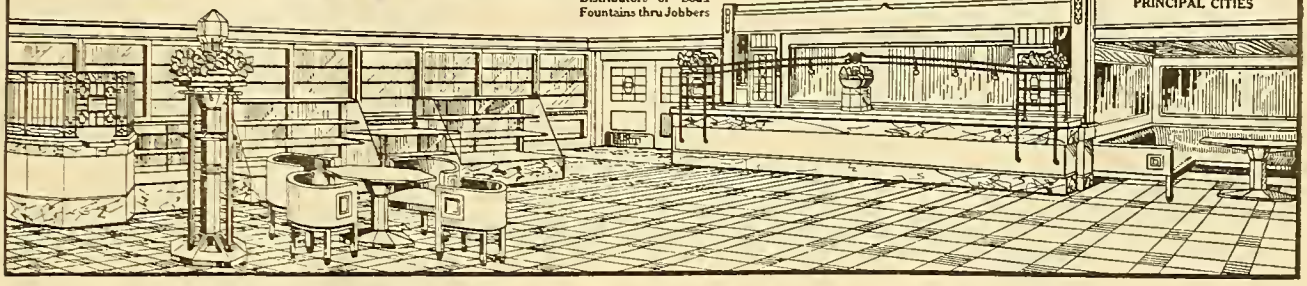
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES





One of my many models

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

PARIS 1900, Silver Medal
SAINT LOUIS 1904, Gold Medal
LIEGE 1905, Diploma of Honor
MILAN 1906, Grand Prix
LONDON 1908, Grand Prix
BRUSSELS 1910, Grand Prix
BUENOS AYRES 1910, Hors Concours
TORINO 1911, Grand Prix
GHENT 1913, Grand Prix

It is workmanship which distinguishes my wax figures and forms from American products and makes their value. Therefore **refuse copies or overmoulded wax from my models.**

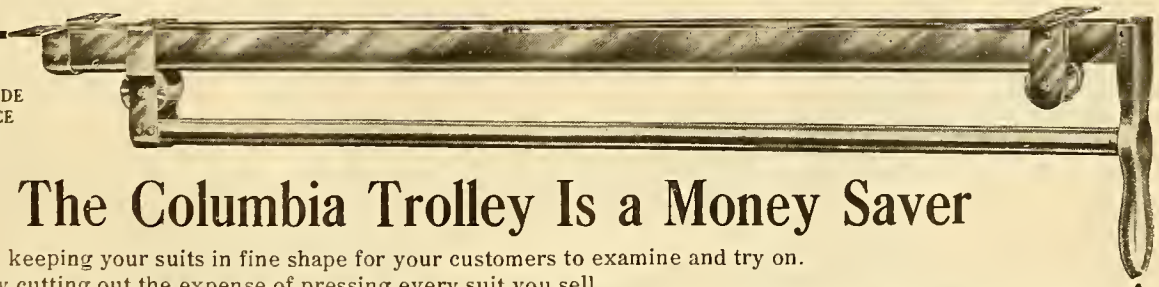
Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

NO BETTER TROLLEY MADE AT ANY PRICE



The Columbia Trolley Is a Money Saver

1st—By keeping your suits in fine shape for your customers to examine and try on.
2nd—By cutting out the expense of pressing every suit you sell.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The Columbia Trolley is very heavily nickeled over copper insuring a rustproof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., *Manufacturers*, Grand Rapids, Mich.

For Our Advertisers

How to Get a Rasie.

Most window dressers will be interest in any suggestion that will help them to make more money. Joseph Schack of the Schack Artificial Flower Company of Chicago has just issued a little book that tells a true story of how one trimmer had his salary raised, and the same thing can easily be done by others. A western trimmer took the advice of an old-time display man of Chicago. He made a little experiment that revolutionized window decoration in the store where he was employed, and incidentally made it possible for the "Boss" to give him a raise. This interesting booklet will be sent for the asking.

Schack's Fall Flower Book is also out and ready for delivery. It is the best and biggest book of autumn decorations that this company has ever issued and contains many new things that will interest every live trimmer. It is well worth sending for.

A New Illuminated Sign.

Saleite is the name of a new and exceedingly practical illuminated sign that has just been placed on the market. It is an inexpensive sign of the movable letter type and can be used in the window or in many other places about the store. It is especially adapted for use in designating departments, stairways, elevators, base-



ments, etc., as it can be read at long distances where an ordinary sign would be practically invisible. The letters used in Saleite signs are inexpensive, costing only seven cents apiece, and there is a large enough assortment to spell any word or phrase. They are not affected by heat or moisture and give uniform illumination when placed in a frame. This attractive sign is handled by Frederick A. Watkins, 565 West Washington St., Chicago.

Palmenberg at the McAlpin

J. R. Palmenberg's Sons of New York announce that they have taken sample and selling quarters at the Hotel McAlpin, Broadway and Thirty-fourth street. The Palmenberg exhibit at the McAlpin will be, it is understood, complete and representative of that firm's production of display fixtures, wax figures and other specialties interesting to display managers and window trimmers. The location, Broadway and Thirty-fourth street, is an ideal one for the visiting trade. Meanwhile the main salesrooms and office of J. R. Palmenberg's Sons remain at 710 Broadway, nor are their branches in other cities in any way disturbed.

I. L. Bradford With Hugh Lyons & Company

Irving L. Bradford, who is well known to the readers of this journal, has joined the staff of Hugh Lyons & Co. of Lansing, Mich. Mr. Bradford has been identified with the store fixture business for a number of years, and is considered one of the best informed fixture men in the country.

He will represent the company in Wisconsin and Minnesota, and will carry Lyons' full line of metal and wood display fixtures, papier mache forms, wax figures, show cases, wall cases and clothing cabinets.

Scenic Paintings

Many merchants and window trimmers will be glad to hear that the Ber-Zer Studios are putting on the market high class scenic effects at popular prices. They have equipped a modern scenic and show card shop, located at Dayton, Ohio. They are putting out a very attractive line of scenic effects and show cards for all purposes and make a specialty of air brush blanks.

The concern is up to the minute and will be glad to co-operate with any firm contemplating the use of this line of work. Don't miss this opportunity to get one of their circulars showing a few of their scenic effects and show cards for fall and winter. They are rich in new and original ideas and can give you the best work with prompt service, and will be glad to submit sketches and answer any inquiries at all times.

Unbreakable Wood Carvings

We, like the window trimmers who attended the convention, were astonished at the way Mr. Crombie, the Ornamental Products Company's representative, demonstrated their unbreakable Lignite Wood Carvings. In order to prove that they were practically unbreakable, samples were thrown on the concrete floor. In order to



demonstrate they would not crack, large nails were driven into the carvings.

An unbreakable product that can be used over and over again like Lignine Wood Carvings fills a long felt want. Lignine Wood Carvings can be used in hundreds of different ways, thereby creating beautiful backgrounds and panels. Inexpensive pedestals can be made by their use. We understand initial orders will be shipped with the understanding that if the buyer is not perfectly satisfied with the carvings when they arrive, he can return them within ten days at the manufacturers' expense.

The Mysterious Clock

What moves the hands of the strange clock in a store window at Monroe avenue and Chestnut street is no longer a mystery. A man of learning offers the following lucid explanation:

"It is surprising that your reporter should make such a mystery of the clock. It's easy enough to explain, if you will watch it closely. There are no pendulous oscillations cognizable, but the elongated indicators of aluminum construction perambulates a circumscribed radius with a circumferential activity, thereby registering accurately the subdivisions of its circumference. The energizing impulse necessary to accomplish the resultant activity is not sufficiently accelerated to destroy the molecular cohesion of its atomic constituents. Its syncronization is promulgated by the dissemination of activic rays, and the nocturnal and diurnal deflections are equalized by contraction and expansion.

"This was made perfectly clear to me by a scientific friend and I give you his explanation, as I remember it." See page 53, this issue.

Frankel Branch in Chicago

The Frankel Display Fixture Co. has opened a Western office in the Kesner Building, Chicago, Ill., with J. A. Franklin in charge, where a complete stock and samples of Frankel forms, wax figures, metal and wood display fixtures will be carried. Through this office the Frankel Co., will give all the latest New York ideas as fast as they come out.

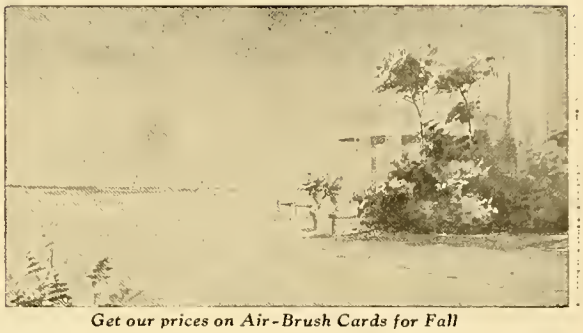
Daily's Fall Scenic Paintings

➡ Will Make Your Windows
➡ The Talk of The Town

And win trade for you. Merchandise shown in connection with these strikingly beautiful scenic paintings demands the attention of the public.

Scenes Painted to Order for any season or event. Sketches submitted and all questions regarding scenic effects answered.
Write us today—get ready for Fall Opening—order now.

BERT L. DAILY, DAYTON, O.
Department H.



Get our prices on Air-Brush Cards for Fall



Beauty in Your Fall Displays

Discriminating Decorators will appreciate the many beautiful decorative specialties I am offering for the coming season.

My line is unusually large and varied and you will find my prices much lower than you would expect from the appearance of the goods. At a small expense I can help your windows wonderfully. Give me an idea as to what you want and I will be glad to furnish you the suggestions you need.

Special Paintings and Decorative Panels of all kinds, Urns, Pedestals, Dividers, Relief Ornaments, Special Floor Coverings, Tables, Plateaus and Fixtures.

J. Clarence Bodine
Designer and Manufacturer of Decorative Background
Phone Superior 4136
856 N. State St., : Chicago

FOR.
WINDOWS and BACKGROUNDS
USE
Silk Plushes, Velours, Felts, Cretonnes, Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

THE TRUTH OF IT IS

There is more behind it than the mere name "Air Brush."

Twenty-five years of experience in Air Brush manufacturing have made **WOLD** known as the **"Master" Air Brush Builder.**

Read this again, then send for our catalog.



THE WOLD AIR BRUSH ART SHOP
716 West Madison Street
Chicago, Illinois



VALANCES and SHADES

We are specialists in the manufacture of shirred shades, valances, panels, window shades, upholstered cushions and other artistic treatments for store or home.

Send for samples, prices or designs

THEO. H. MASTEN CO.,

34 East 9th Street NEW YORK CITY



Learn the Ornamental Plaster Paris Art. Beautify Your Window Displays.

You can make Handsome Vases, Pedestals, Shields, Column Caps, Flower Boxes, Etc., Etc. We furnish Book of Instruction including complete Formula of all materials required to make the gelatine molds. Price $1.50 with order.

THE IRABAR CO., - Harrisburg, Pa.

Send for booklet

PERFECT AIR BRUSH INKS

Snowberry Air Brush Inks are the result of years of careful experimenting. THEY ARE ABSOLUTELY PERFECT. Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25

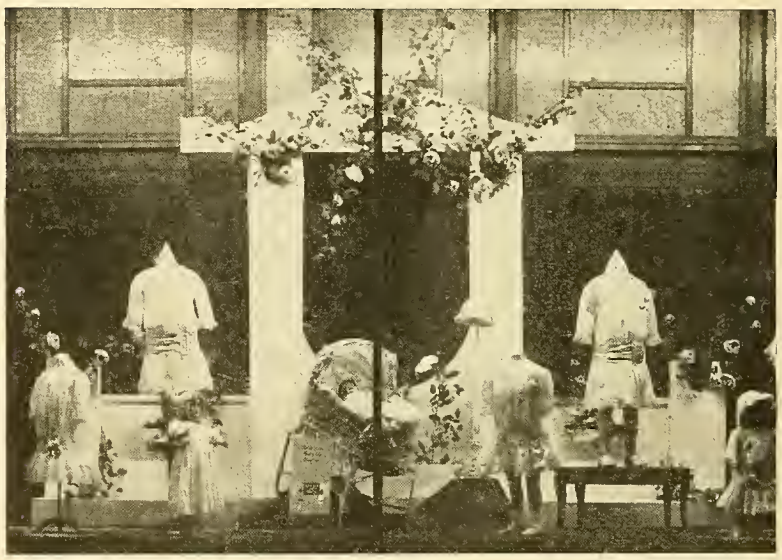
ROBERT HOSKIN, Manufacturer

625 Greenwich Street NEW YORK

COMPO BOARD

for

Show Window Backgrounds



Suggestion for Use of Compo-Board

Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

You Can Know the Genuine at a glance by simply comparing a sample with any of the pulp boards on the market.

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Ingenious Window Trimmers are every day devising new and useful ways for employing Compo-Board. It will not warp or split and is not effected by heat, cold and moisture.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

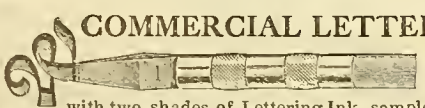
Northwestern Compo-Board Co., 1404 Lyndale Ave., No. Minneapolis Minn.

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of $3.50
All charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. Practical Compendium of Commercial Pen Lettering and Designs, new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.



Autumn Floral Decorations

Best **Classiest** **Cheapest**

No catalog issued, but samples gladly furnished to responsible purchasers

M. Sylvester, 150 Bleecker St., New York

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today
(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

MERCHANTS RECORD and SHOW WINDOW
431 So. Dearborn St., Chicago



The Convention Is Over

and you're "back on the job," planning your Fall Displays.

Don't forget that the kind of Fixtures and Forms you select will have a lot to do with the trims you are able to produce.

Order **Barlow** Fittings—those designed with the idea of being the most possible help to the Decorator — and you'll have windows that will do yourself credit and also please your employer.

Have you our latest catalog?

THE BARLOW COMPANY
No. 79-B Race St. Holyoke, Mass.

Have You Seen It?

The Advertising World

In its new enlarged form and dress. The old subscribers are loud in praise of the change. Price of subscription has been increased to $1.00, but from now until Sept. 30th will send it

Three Years for One Dollar

or to three names for one year for $1.00. A magazine of helps, the Retail Merchant's Stand-by. Once a subscriber—always a subscriber.

Subscribe Right Now
Columbus, Ohio

IMITATION **GRASS RUGS** ALL SIZES

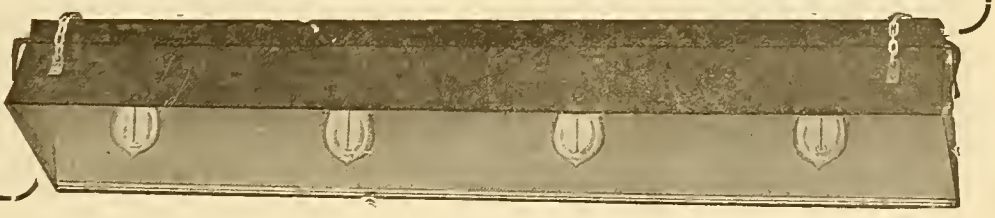
Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 412-414 East 125th Street NEW YORK

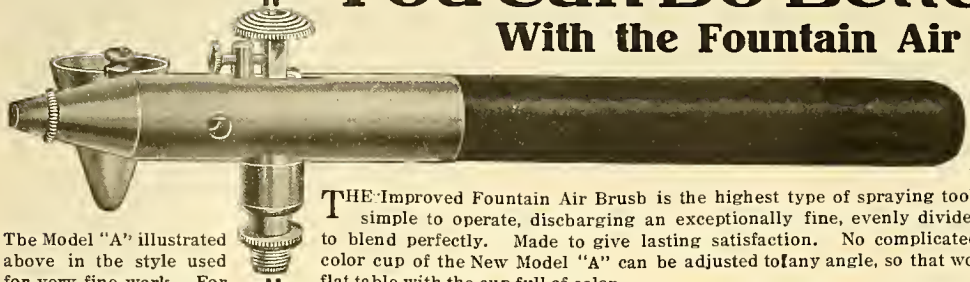
ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard Chicago



You Can Do Better Work
With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs

THE D. S. of L. BLUE HANDLE BRAND BRUSHES for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STONG'S" SUPPLY CATALOG

Address, Supply Dept.,

DETROIT SCHOOL OF LETTERING

CHAS. J. STRONG, Founder

DETROIT Est. 1899 **MICHIGAN**

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance,

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.

These Alphabets—a revelation to the beginner, A delightful surprise to the professional. Paint mixing secrets revealed. Good results no longer a mystery.

A Few Specimen Sets of

CRAFTY NEW ALPHABETS

for Sho-Card Men & Letterers

not printed or engraved or reproduced

but lettered by hand on half sheet size

decorative designs and snappy new stunts with the air brush by that versatile craftsman

Gordon

The Original Show Card Man

and you get the identical pens and brushes they were lettered with, free.

Write to day for particulars— address

Ross F. George, 300 Boston Blk. Seattle, Wn.

George" Professional Brushes & Materials that are good to tie to. Ready Dry Colors. Liquid Mix. etc.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—Window trimmer and card writer with clothing and furnishing trimming experience. Give age, reference, experience and salary expected. Schloss Bros. Co., Indianapolis, Ind.

WANTED—A good second hand air brush. For sale or exchange, two dozen large plaster casts of decorative figures. Address Advertising Department, F. & R. Lazarus Co., Columbus, Ohio.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information, Business-Men's Clearing House, Denver, Colo.

WANTED—Show card writers everywhere to take agency for WRIGHT'S CRYSTAL FILM SLIDES for picture show advertising. Greatest idea of the age in producing beautiful slides for the curtain. Entirely NEW and practical. Only PERFECT writing surface slide on the market. Takes ink of any kind or color—pen or brush, ordinary lead pencil and rubber stamp. A better and prettier writing surface than high grade paper. Perfectly CLEAR, hard and firm. No flaky substance—and, positively, will not scale or clog. Absolutely satisfactory in every particular. Your chance to make a lot of side money, making slides for others at 50 cents a piece, or selling the blank slides at 2 for 25 cents, or more. Each slide equipped with double glass, mat and ready for sealing. Gross quantity $8, dozen 75 cents. Sample box of three slides 25 cents in silver. Better get a gross and secure an agency for your city, for this is a SURE WINNER. Address, The Wright Advertising Service, Paragould, Ark.

POSITION WANTED

POSITION WANTED—By experienced window trimmer, card writer and salesman. Married, 31 years old. Best references. Address B. W. B., care J. J. Yoes, Winslow, Ark.

ADVERTISING MAN with 8 years' experience in dry goods, clothing and departmenut store advertising and 16 years general store experience, open for position as ad man or assistant manager. Address Box 235, care Merchants Record and Show Window.

POSITION WANTED by experienced decorator and card writer, age 25 years and single, with all around experience in dry goods. Will accept position as assistant decorator in large department store. Address Box 236, care Merchants Record and Show Window.

POSITION WANTED—Experienced Window Trimmre and card writer wishes position. Three to four years' experience. Can give best of references. Address Box 237, care Merchants Record and Show Window.

INSIST ON Blicks MASTER-STROKE BRUSHES

CARD WRITERS ATTENTION

Send 2c stamp for our large new book, containing 18 alphabets, sent free on request. Address Desk "M"

THE CARD WRITERS SUPPLY CO.
Galesburg, Illinois

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A Practical Book on Card Writing FREE

One Hundred Good Alphabets for Show Cards is one of the most valuable books ever printed for the Show Card Writer. It contains alphabets showing the actual lettering used by practically all of the leading show card writers of America. These alphabets are all designed for practical store work. They represent every style of lettering that is in general use. Some of the bundred alphabets illustrated, show the following classes of work—

Soennecken Pen	Payzant Pen	Music Pen	Shading Pen
Ball Point Pen	Brush Lettering	Air Brush Work	Stenciling
Old English	Script	Illustrations	Cut-Outs
Filled-in Lettering	Fancy Initials	Layouts	Sales Cards

In addition to the one hundred alphabets whicb represent the best work of the leading card writers of the world, there are fine reproductions of hundreds of the best show cards that have ever been produced. These show the best forms of lay-outs, arrangement, spacing, illustrations, borders, ornaments, etc.

Unquestionably this is the best book of alphabets and show cards ever published. It will be found of the utmost value by every show card writer.

How to Get This Book Free

If you are already a subscriber to "Merchants Record and Show Window," send us $2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "One Hundred Good Alphabets for Show Cards."

If you are not a subscriber to "Merchants Record and Show Window," send us $2.00 for a year's subscription and we will give you free and prepaid "One Hundred Good Alphabets for Show Cards" in addition to sending you twelve monthly issues of the only journal devoted exclusively to mercantile display and show card writing.

To Non Subscribers the Price of This Book is One Dollar

MERCHANTS RECORD CO., 431 So. Dearborn Street, Chicago, Illinois

KOESTER SCHOOL BOOK OF

DRAPING



By GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



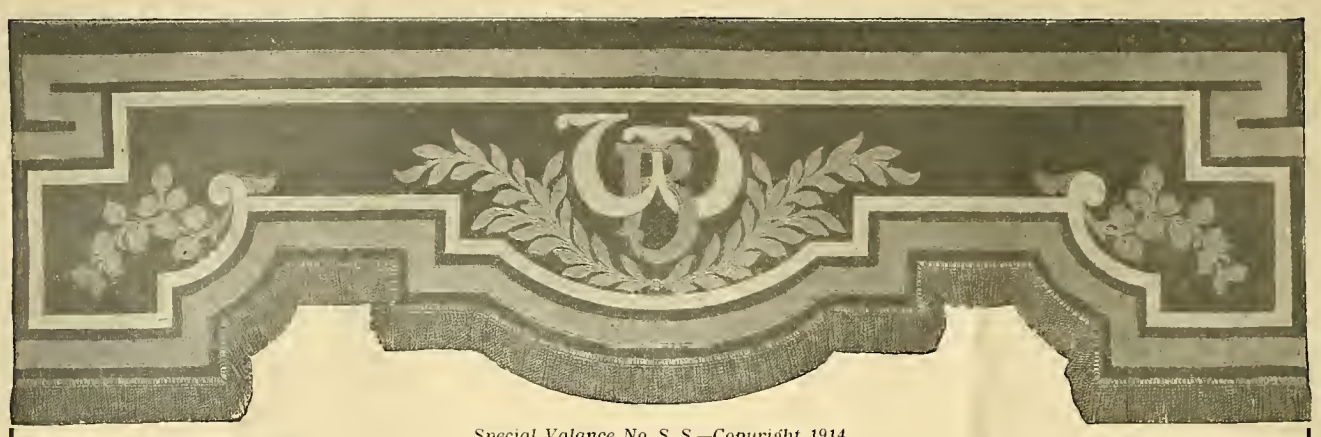
FREE FOR THE ASKING

Our 32 page Fall catalogue No. 44, illustrating in colors, all the latest fireproof and unfireproof Decorative Flowers, Garlands, Plants, Ferns, Vines, etc. A touch of Autumn tinted foliage will give your decorations the proper Fall effect. Suggestions and estimates furnished on request.

FRANK NETSCHERT COMPANY

61 Barclay Street **NEW YORK CITY**

Importer and Manufacturer of Artificial Flowers, Perpetuated Decorative Plants, etc. (No Branch Office)



Special Valance No. S. S.—Copyright 1914.

Your Show Windows

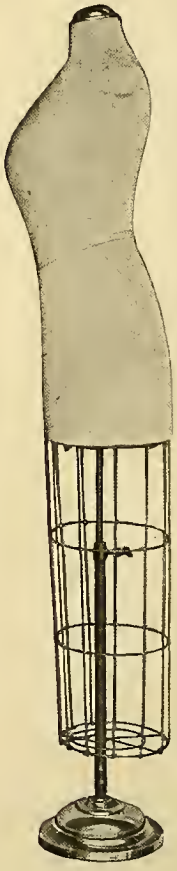
are the keystone of your success and it is "up to you" to make them as attractive and profitable as possible. Show Window Valances will add more to the appearance of your front than any other feature. Our folder of Valance Designs illustrates in actual colors the most beautiful window draperies ever designed. Send for your copy.

Get this Catalog, too. It lists all that is modern and practical for the display of every kind of merchandise.



Contains 288 pages of live ideas which will help you wonderfully in your effort to increase sales and profits.





"Everything in Store Equipment"

From our tremendous line you can select everything you require in a modern store—except the merchandise.

Metal and wood fixtures, papier mache forms, wax figures, show window and interior lighting equipment, valances, silk plush, clothing hangers, mirrors, clothing cabinet hardware and hundreds of other items.

Let us repeat—Get Our Catalog

CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd., Chicago

VOL. XXXV SEPTEMBER, 1914 NO. 3





Catalog No. 18

The Red Book of Norwich Fixtures

Now Ready



The most complete and comprehensive catalog of high class display fixtures, wax figures and clothing forms published. We call special attention to our line of French Wax Heads and up-to-the-minute costume and Dress Forms. Every merchant and decorator should have one. Send for your copy to-day.

The Norwich Nickel & Brass Co.,

Norwich, Conn.

Salesrooms

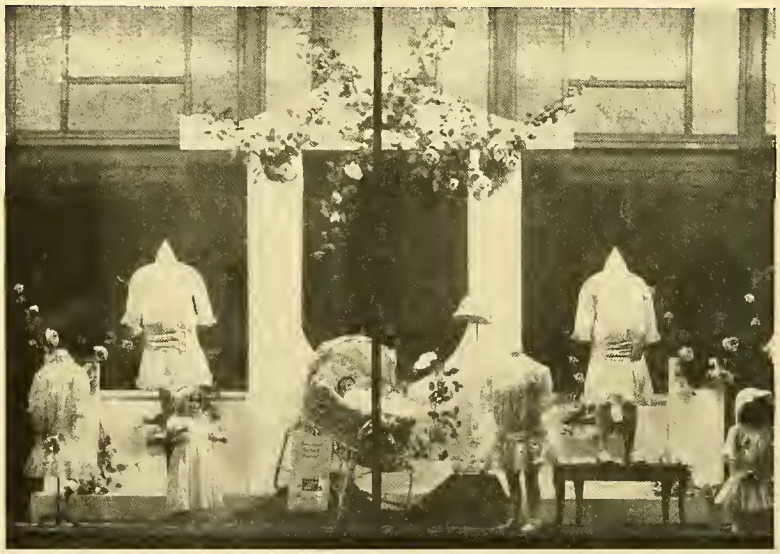
New York
712 Broadway

Boston
26 Kingston St.

COMPO BOARD

for

Show Window Backgrounds



Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

You Can Know the Genuine at a glance by simply comparing a sample with any of the pulp boards on the market.

Suggestion for Use of Compo-Board

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Ingenious Window Trimmers are every day devising new and useful ways for employing Compo-Board. It will not warp or split and is not effected by heat, cold and moisture.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., 1404 Lyndale Ave., No. Minneapolis Minn.



32 BALDWIN CARRIERS

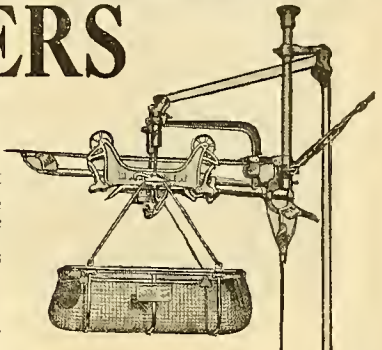
in this large new store of J. F. Hink & Sons, Berkeley, Calif.

Baldwin Carriers are used in every state in the Union. The largest as well as the smallest stores are finding it profitable to use Baldwin's Carriers. They are the most economical of any method of handling cash and packages—let us give you figures on this BEST SERVICE.

OPERATES LIKE A FLASH ON STEEPEST GRADES

The Flyer Cash Carrier

is absolutely unequalled for **Steep Grades, Speed, Easy Operation** and **Neat Appearance,** only one fine track wire to each station.



Ask those who use the Baldwin System

Baldwin Ball-Bearing

wheels are equipped with two Annular Ball-Bearings, having hardened steel balls, cones and racers and a dust proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.



All Baldwin Carriers Are Built for Two Kinds of Service

Service to Customer

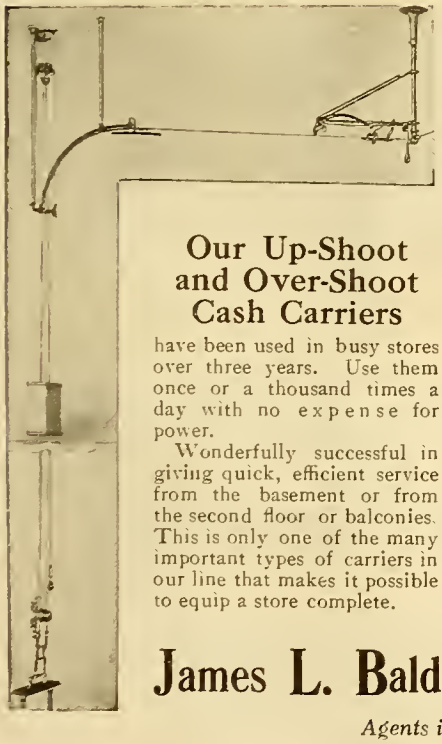
The customer wants her package and change at once as soon as the sale is made. This quick service does more to retain a customer's trade than almost anything a store can do. This is the kind of service **Baldwin Carriers** give your customers.

Service to Merchant

You as a merchant expect a carrier to wear well, and thus do away with annoying break-downs and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience, **All are satisfied,** that's why we **"stick"** and continue to grow.



Our Up-Shoot and Over-Shoot Cash Carriers

have been used in busy stores over three years. Use them once or a thousand times a day with no expense for power.

Wonderfully successful in giving quick, efficient service from the basement or from the second floor or balconies. This is only one of the many important types of carriers in our line that makes it possible to equip a store complete.

Even a Child Can Operate It

This cut shows the Baldwin Neat Shelf Bracket for Sales Station support. The Ease with which the child operates it is additional evidence of its great proficiency.

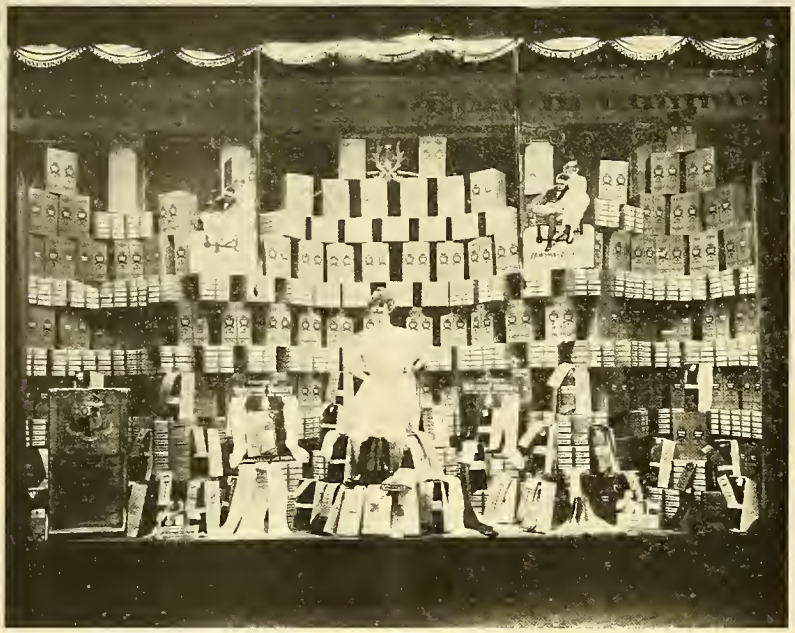
Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago
One Block East of New Northwestern Railroad Station

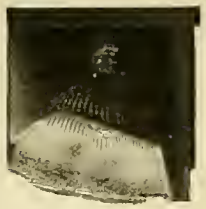
Agents in the Principal Cities—Address Home Office

HELPING MERCHANTS SELL GOODS —



Window of Gimbel Bros. Dry Goods Store, Milwaukee, Wisconsin. Night photograph with absolutely no retouching. No. 50 Pittsburgh Reflector.

THAT'S WHAT SHOW WINDOW LIGHTING IS FOR —



No. 50 Pittsburgh S. W. Reflector

Out-of-date equipment is still costing you money

Investigate the latest and you'll buy "Pittsburgh" Show Window Reflectors because they are most economical to use and give most effective lighting to make sales — no wasted light on side wall or walk.

Four styles—a reflector for every requirement.

Start the Fall season right by ordering your show window lighting brought to highest effectiveness — write us your problems — it costs nothing and will save you money.

Booklet on request.

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117 Penn Avenue - - - PITTSBURGH, PA.

No War on Piqua Brackets

Thousands of merchants unite in saying that their stores would be incomplete without this modern device



Baine's Adjustable Shelf Brackets

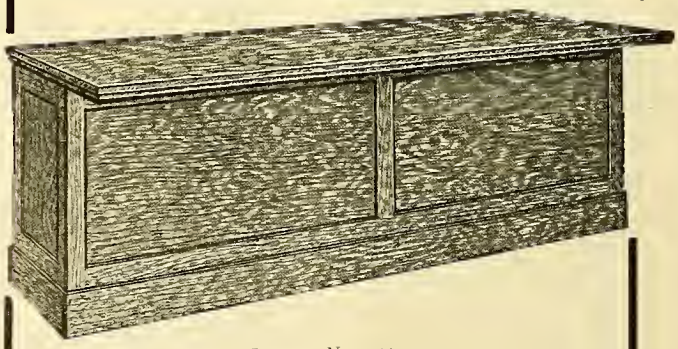
are to be found wherever there are up-to-date, progressive stores, whether large or small. These brackets give fully 30% more shelf room, and add 100% to the appearance of any store.

Write for particulars

PIQUA BRACKET CO., Piqua, Ohio

Winter Fixtures

The Standard of Quality and Style



Counter No. 161

For any merchant desiring a popular priced counter No. 161 fills the requirements. It is modern and of very good quality. For further information write

Winter Company

Sheboygan Wisconsin

Manufacturers of High Grade Show Cases and General Store Fixtures

Catalog 14h sent on application

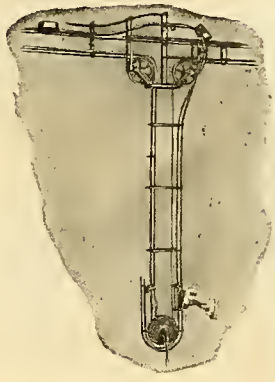
LAMSON



ELEVATED CASH CARRIER
Made especially for serving upstairs or basement departments from central cash desk located either on floor or balcony

Keep Control Over Your Cash

There is only one correct way to keep control over cash and charges. A complete written record must be made of purchases. This, with the money, should go to one cash desk.



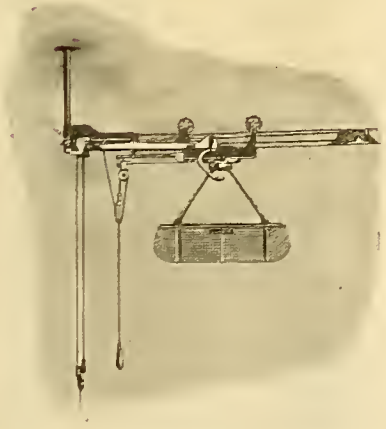
CROSS-OVER DROP STATION
Newest cable carrier. Cash boxes do not loop drop stations.

Where a centralizing system is used, money and sales slip are checked first by the sales girl then by the cashier. Mistakes and shortages are prevented.

A Lamson system is based on correct and economical merchandising principles. It provides for a complete written record of sales. It keeps control over your cash in one place, instead of tying up money in tills scattered about the store. Clerks keep busy waiting on trade. Responsibility for your cash is placed with rapid and experienced cashiers.

A Lamson system provides the only rapid and reliable means for properly taking care of *all* transactions, cash, charge, take, send, C. O. D., etc.

Lamson Store Service equipment—wire line cash and parcel carriers, cable and tube systems, package conveyors, and light elevators—are made to meet the needs of large and small stores.



NO. 9 PARCEL CARRIER
Improved parcel carrier equipped with oilless bearings. Carries loads up to twenty pounds over lines up to two hundred feet in length.

Better Service with Lower Selling Expense

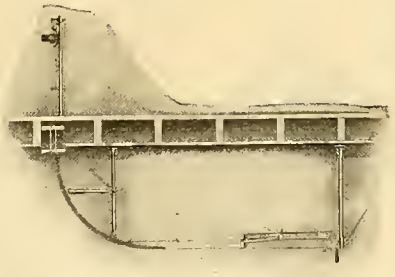
—that's Lamson Service

For information concerning any store service problem see our nearest representative, or write us direct.

The Lamson Company

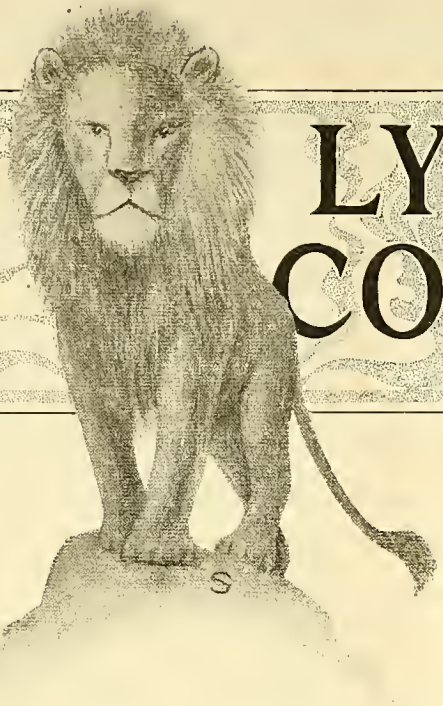
Boston, U. S. A.

Representatives in all principal cities



UP-SEND CASH CARRIER
Made to serve upper floor from central cash desk.

SERVICE



HUGH LYONS & CO

STORE OUTFITTERS.

LANSING. CHICAGO. NEW YORK.

Lyons New Waist Forms

All who attended the Window Trimmers' Convention held in Chicago last month heartily endorsed the new Hugh Lyons & Co, Waist Forms by showing great interest in the various models and in placing a **goodly number of orders.** They are stunning forms, every one—with or without arms; metal caps or without; sateen girdles—the most striking and easily draped forms ever made. Do not let this opportunity to beautify your windows slip by. Write for prices and descriptions of the entire line.

No. 569

Mounted on a 7-inch colonial cast brass base and ⅝-inch square standard. The form is made of very heavy papier-mache and highly finished in flesh colored enamel. This form has no metal cap, being entirely covered with the enamel. Has a sateen girdle. Price each, **$7.00.**



No. 568

No. 568

Mounted on a heavy 7-inch base and ⅝-inch standard. The form is covered with white jersey with a yoke of flesh colored enamel and a metal top. It is adjustable on the standard. Price each, **$4.00.**



No. 569

No. 579

Made of heavy papier-mache with flesh-colored enamel bust and arms. The lower part is covered with a sateen girdle, and finished with a velveteen belt. No metal cap, the top being finished same as the bust. Mounted on a 7⅛-inch colonial base and square standard. Price each, **$9.00.**



No. 579

"**How It Happened To Harold**" is the name of the booklet we want you to have. It's a rattling good story of a window trimmer who had some mighty funny experiences. Better ask for it.

Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outdoor Cases. Glass Stands, Glass Shelves, etc.

Our catalogs are filled with ideas—mailed free upon request

Hugh Lyons & Company, 802 E. South St., Lansing, Mich.

New York Salesrooms, 686 Broadway **Chicago Salesrooms, 313 Jackson Blvd.**



YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 Page Catalog of

WOOD DISPLAY FIXTURES AND STORE EQUIPMENT



THE MOST COMPLETE DISPLAY FIXTURE BOOK EVER PRINTED

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages showing actual window trims will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the merchant. This Book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

THE OSCAR ONKEN CO.

No. 373 Fourth Avenue

Cincinnati, Ohio, U. S. A.

We Do Not Make Show Cases or Clothing Cabinets

For Your Fall Opening Show Windows

and interior decorations there is nothing that compares with our

American Prepared Beech and Oak Sprays

(Fire-proof)



American Prepared Natural Beech

The foliage is grown in this country and is prepared under our own process. This means rich colorings, soft and pliable leaves that will not drop off the sprays, and a lustre obtained only in fresh stock—all this year's crop.

Prepared in Cherry Red, Golden Brown, Tan and Natural Green. Sold by the branch or spray.

No advance in price on account of the war.

Write us for samples and prices, giving the name of your jobber.



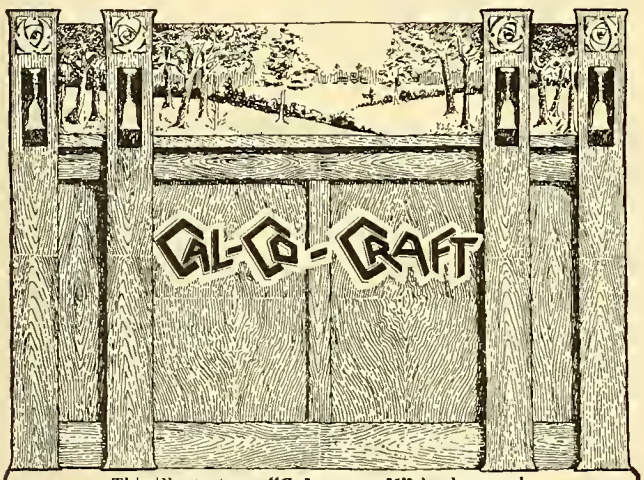
American Prepared Natural Oak

OSCAR LEISTNER

319-321 West Randolph St., Chicago

Sales Agent for

Ove Gnatt, Hammond, Ind., Preparer of Natural Foliages.



This illustrates a **"Cal-co-craft"** background.

"Cal-co-craft" is a reproduction of the real grain of wood on paper. It is not a printed imitation, but is taken from the actual wood itself, done by a new secret process.

"Cal-co-craft" gives all the appearance of a heavy wood background, but can be installed for a fraction of the cost of wood.

"Cal-co-craft" comes 36" wide, in seven different shades—all at one low price.

Write at once for large sample book C, containing complete assortment

Cott-a-lap Company

Somerville, New Jersey

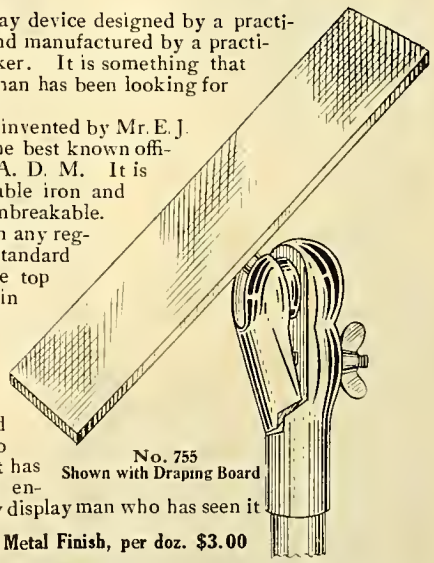
Chicago, Ill. Walkerville, Ontario, Can.

Something Every Display Man Needs

The Berg Universal Joint

Here is a display device designed by a practical trimmer, and manufactured by a practical fixture maker. It is something that every display man has been looking for for years.

This joint was invented by Mr. E. J. Berg, one of the best known officers of the I. A. D. M. It is made of malleable iron and is practically unbreakable. Can be used on any regular ⅜ inch standard and permits the top to be turned in any direction or adjusted to any angle. Hundreds of these useful joints were sold at the Chicago Convention. It has been heartily endorsed by every display man who has seen it.



No. 755
Shown with Draping Board

Oxidized or Gun Metal Finish, per doz. $3.00

This is only one of the many clever devices made by us. Our catalogue shows scores of fixtures that are a little different and a good deal better than most fixtures. Our line of card holders is the best in the world.

Send for our Catalogue—It will save you money

THE D. J. HEAGANY MFG. CO.

High Grade Metal Store Fixtures

1121 W. Washington Blvd. CHICAGO

Schack Prices Have Not Been Raised

BECAUSE of the war scare many dealers are raising their prices. We will not do this. Although dyes and some of the other materials we use have gone up in price from 25 to 500 per cent, the price for Schack Flowers will not be raised. We will continue to supply our customers with the most artistic goods on the market at the same low prices we have always charged. As we buy in large quantities we were well supplied when the war came and we are well prepared to fill all orders promptly and without substitution, at our regular catalogue prices. Order from us and avoid disappointment. These low prices apply to the Fall season only.



No. 4309. Giant Chrysanthemum. Flower any color, foliage green. Flower 6x6 in., stem 36 in.

Dozen..... .....$ 1.25
Gross..... 12.50



No. 3071. Weeping Willow. The most graceful of all foliages. Picture shows 1 dozen strands. In variegated colors or plain, 40 inches long.
Dozen strands..... $0.75 Gross strands.... .....$6.50



No. 3017. New Rambler Rose Vine. Here is a beautiful vine that cannot be surpassed for use on pergolas or other frame work. Size, 36x10 inches, autumn tints.
Dozen.....$3.50 Gross.....$36.00



No. 4200. Natural Preserved Oak Spray. The finest natural foliage preserved by a special process which gives a splendid autumn color.
Size 36" to 40" Per 100..... $10.00

SOME OF OUR SPECIALTIES

All of the following are the best on the market. They are guaranteed to be up to the Schack high standard of excellence, and we can give you immediate deliveries. Order at once.

No. 6000.	Art Glass Beads, round, state color. Per 1000.....	$0.75
No. 6002.	Art Glass Beads, tubular, 1½ in. long. Per lb., about 600...	.85
No. 2903.	Imported Adiantums, best quality. Per doz.....	.90
No. 3095.	Brazilian Grass, very popular. Per lb.....	1.50
No. 4152.	Ruscus, preserved, first quality. Per lb.....	.55
No. 3020.	Air Plant, preserved, green, bunches. Per doz.....	.70
No. 2831.	Areca, preserved, imported, 24 in. long. Per 100.....	6.75

Grapes—We have the finest line of grapes in all arrangements.
Papier Mache—A splendid assortment for window decorations.
Scenic Paintings—Designs for every purpose.
Shades—Hundreds of beautiful designs.

All of these and scores of other exclusive Schack specialties shown in our big Fall Flower Book. Send for it now.

Our Christmas Flower Book will be out September 25.

The Schack Artificial Flower Co.

1739-41 Milwaukee Avenue, - - CHICAGO

This is the advertisement winning first prize, ($25.00) won by Mr. B. C. Davis, of Wm. Filene's Sons Co., Boston, Mass. The 2nd prize was awarded to Mr. Geo. W. Everhart, of Greenfield Clothing Co., Fort Scott, Kansas; 3rd prize, Mr. Robt. W. Bayle, care of Boston Store, Glens Falls, N. Y. Honorable mention is given Messrs. W. B. Hassenbusch, W. R. Chandler, C. N. Birkness, Freeman Van Deventer, E. H. Davis, C. G. Trent, Fred L. Vance, F. O. Denson, W. O. Barr and H. G. Cottrell.

QUICK -- EFFICIENT -- INTELLIGENT

SERVICE!

The One Feature That Will Build Your

BUSINESS

THE Man of Today not only Demands Honest Merchandise for his money—He wants quick, Efficient, Intelligent SERVICE.

Your stock must be arranged in such a manner that he can choose from it AT A GLANCE.

Your merchandise must be in an Attractive Condition When he tries on a coat it must be Void of Wrinkles, as tho' fresh from the Iron. You can only offer this kind of Service by using

Illinois Clothing Cases

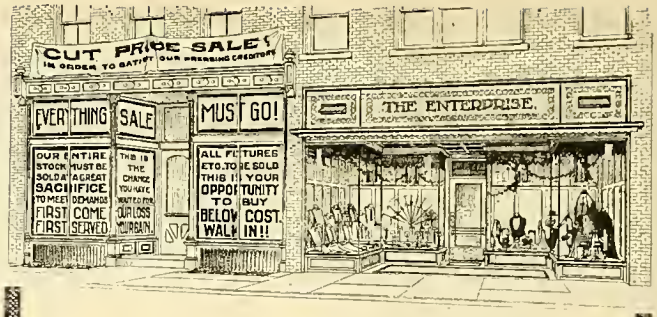


The Biggest Business Boomers Ever Invented

Write for our Catalog which explains fully the many superior points of our cases.

Illinois Show Case Works

1729-37 No. Ashland Avenue
CHICAGO



One Merchant Stayed— The Other Left

Ever see a "Cut Price Sale", "Bankrupt" or "Receiver's Sale" sign nailed to a KAWNEER FRONT? No, your mind picture of KAWNEER FRONTS is one of action—one which shows prosperity and big business.

And there is a logical reason for that.

KAWNEER FRONTS create interest on the part of the passers-by—they make the people stop, then enter. After all, that's the true work of a good Store Front—to make the people *enter.*

Almost every day we see just such a condition as is shown in this illustration—one Merchant leaving—the other remaining. The departing Merchant is leaving for only one reason—lack of sales—lack of interest in his Store. If he had been able to compel more people to enter his Store he, too, would remain.

Kawneer STORE FRONTS

30,000 Merchants have staked their belief in KAWNEER by installing it in their Stores—and those same 30,000 Stores are today pointed out as the most successful. Many of the country's keenest and most conservative business men have adopted KAWNEER—they have signified their faith in KAWNEER to make business.

The type of Front your business requires can only be determined by an intelligent analysis and to help you in your first step we've compiled "Boosting Business No. 14" which is without question the most instructive and interesting Store Front book ever published. Send for it and see the actual photographs of many of the best-paying big and little Store Fronts in the country—see what other Merchants have adopted to increase their businesses—see photographs of some of the Fronts that paid for themselves in eight, ten and twelve months. The book also contains drawings of suggestions that will help you. A mere request will bring it to you—no matter what your business is or where you are located the countrywide KAWNEER organization enables us to help you wherever you are.

Kawneer Manufacturing Company

Factories: Niles, Mich., San Francisco., Toronto, Can.

Francis J. Plym, President
Dept. E 142 Factory St.,
NILES, MICH.
Home Offices

We Have a Branch Near You

It stays and pays

"GIPE"

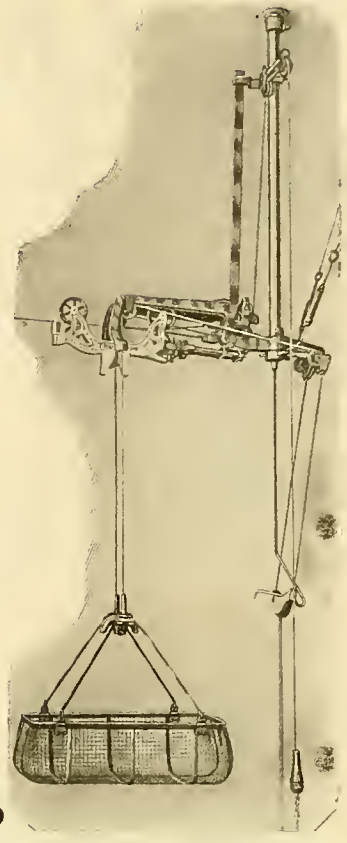
Originator of "GOOD CARRIERS"
Stop experimenting—
Adopt "GIPE" Carriers

You can throw your *poles* away when you adopt the "GIPE."

No dropping of baskets—our one-piece Lock is Positive.

Five minutes inspection of our Parcel Carrier will convince the most skeptical merchant that it does not possess any of the usual troublesome features.





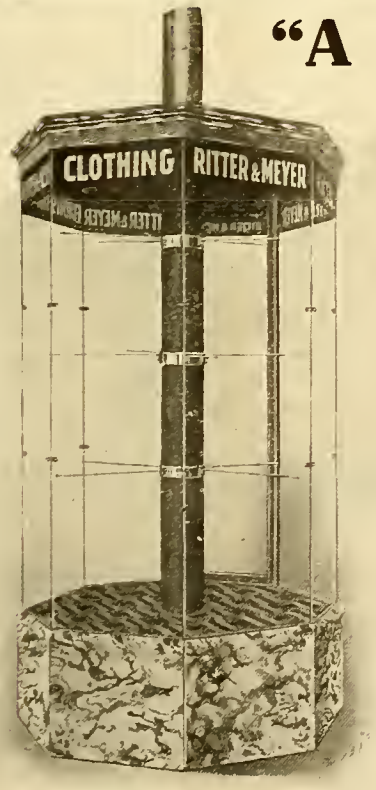
Sold on ten days' approval and all repairs except cord furnished free for five years

Call and examine our High Grade Carriers for all purposes. Level, Grade, Curve, Loop the Loop and Basement Loop Cash or Message Carriers. Elevated and Low Level Package Carriers. "Standard" Electric Cable Cash Carriers.

"GIPE CARRIERS" will save you MONEY. Investigate NOW. Send for our 20-page Catalog.

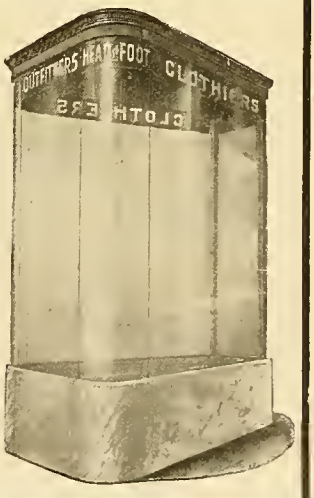
GIPE STORE SERVICE SALES CO.

36 Pearl St., Hartford, Conn. Medinah Bldg., CHICAGO



"A Case Outside Is Worth Two in the Store"

The one case that is outside induces the people to come into the store. That which brings business into your store is worth all it costs. People pass your store with money in their pockets to buy the things they see. Thousands of them could not know that you sell the things they want, except that they saw these articles in



Diamond Show Cases

Outside Your Store

The illustrations here show two very attractive styles of Diamond Show Cases. In our illustrated portfolio can be seen many others. Some that would dovetail right into your present requirements.

The Diamond Show Case Co.

2208 W. Superior Viaduct
CLEVELAND, O.

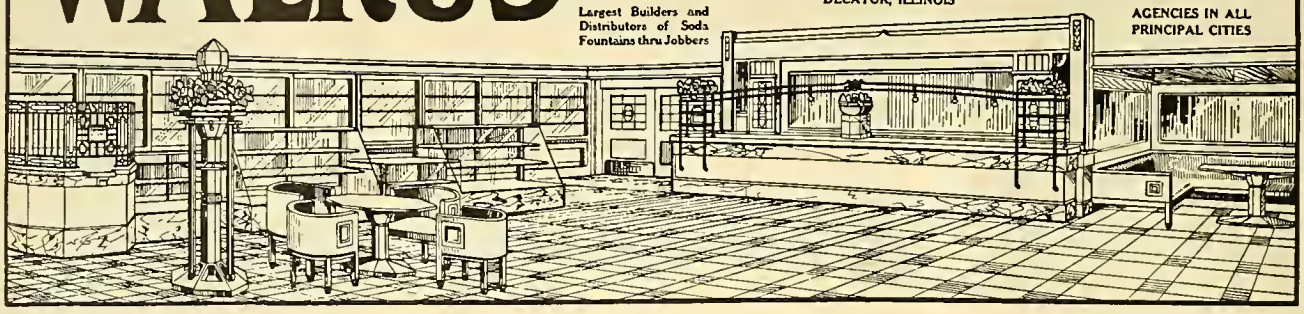
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES



IT'S THE WILD SMILAX Which Cuts Into the Vision of the Wouldbe Passerby



Near to Nature's Heart Packing Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq. feet	50 lbs.	4 50

For the reason that it is the most exquisitely beautiful evergreen vine in existence.

SOUTHERN WILD SMILAX

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for **Show Window floors.** It lends itself to many uses when in the hands of Window Decorators. Mighty effective and especially so when used in connection with our **Southern Wild Smilax.**

Beaven's Fadeless Green Moss is shipped in bags containing 100 sq. ft. Price $4.00, f. o. b. shipping point

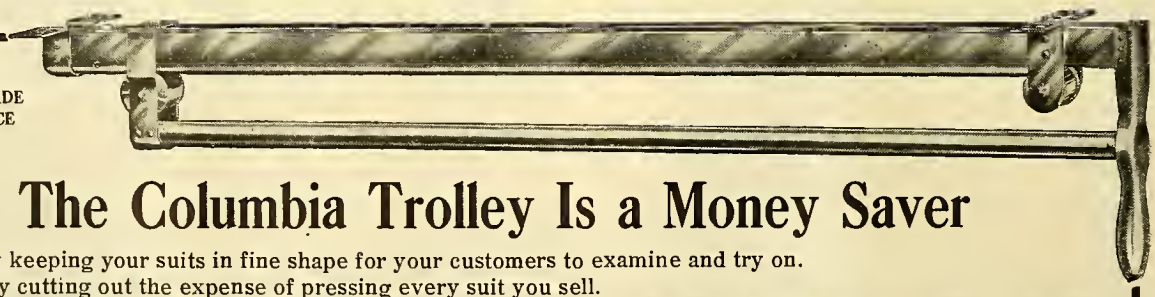
		Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft. 10c		$1 00	$ 6 00
As beautiful as palms in decorations.	3 ft. 15c		1 50	9 00
	4 ft. 20c		2 00	11 00
CHAMAEROPS PALM LEAVES SABAL PALM LEAVES	25c per doz.		$2 50	per 100
		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft. 15c		$1 50	$11 00
Our native palm plants with their roots removed.	4 ft. 20c		2 25	15 00
	5 ft. 25c		3 00	20 00
SOUTHERN GREY MOSS	25 lbs. sack $3 00			

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

EDWARD A. BEAVEN
EVERGREEN - - ALABAMA

NO BETTER TROLLEY MADE AT ANY PRICE



The Columbia Trolley Is a Money Saver

1st—By keeping your suits in fine shape for your customers to examine and try on.
2nd—By cutting out the expense of pressing every suit you sell.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The **Columbia Trolley** is very heavily nickeled over copper insuring a rustproof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., *Manufacturers,* **Grand Rapids, Mich.**

Your Lighted Window is Your Silent Salesman

FROM dusk to midnight—from the time your last clerk passes out of the doors till the town is asleep, your window says that you have goods to sell.

Whether it tells the story well or poorly, pleasingly or unattractively, distinctively or indifferently—it is up to you.

Your merchandise may he the equal of any—even superior.

But unless it is displayed right, unless your window is attractive and inviting—your store will not get its share of business!

Frink and J-M Linolite
Systems of Lighting

illuminate your windows in a way that shows your merchandise to the very best advantage—thereby attracting trade, increasing sales and adding to your profits.

These systems eliminate glare. The light illuminates the goods—not the street.

Even if these systems were expensive you couldn't afford to be without them—hut you will he surprised to learn *how little it will cost* to remodel your present lighting system.

Either J-M Linolite or Standard hase lamps used.

Write to our nearest branch for catalog 410.

H. W. JOHNS-MANVILLE CO.

Albany	Cleveland	Lonisville	Philadelphia
Baltimore	Dallas	Milwaukee	Pittsburgh
Boston	Detroit	Minneapolis	San Francisco
Buffalo	Indianapolis	New Orleans	Seattle
Chicago	Kansas City	New York	St. Louis
Cincinnati	Los Angeles	Omaha	Syracuse

2439

Perfect Display Forms



We show here one of the many display devices that have won us the reputation of making the best fixtures, by careful designers and expert workmen using the best materials obtainable.

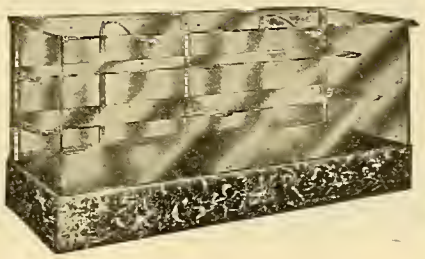
Our fixtures look better than others, but their chief merit lies in the careful construction that cannot be seen from the outside. With ordinary usage any Great Western Fixture will last for many years. We guarantee them to last.

This form is one of our latest standard designs. The lines are perfectly adapted to the latest styles. Bust finished by a new process in perfect flesh color. Jersey or drill cover with girdle of fine satine

Our convenient new display rooms at 616 in the Medinah Bldg. will well repay a visit. Call on us when in Chicago or send for catalogue

Great Western Fixture Works
616 Medinah Bldg. Chicago

Are You Thinking About New Store Equipment?



Are your fixtures out of date or worn from years of usage? Do you realize that the impression of the store in the minds of your customers is greatly influenced by the effectiveness of the merchandise display?

Quincy Special Show Cases are solving many merchants' present day display problems. We would like to quote you prices and send you our new catalogue.

Quincy Show Case Works

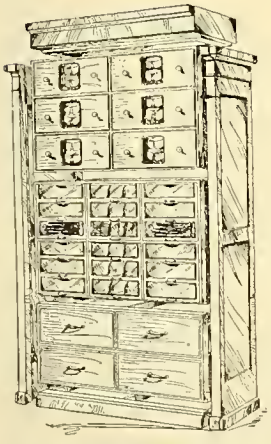
QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS. 301 Beacon Building
PITTSBURGH, PA. 949 Penn Ave.
JACKSONVILLE, FLA., 20-28 Julia St.



A Few Things to Remember

THAT present war conditions mean big business in America in a few months. That merchants who need new equipment should make their plans *now*—it takes a long time to draw plans, manufacture and install fixtures. Good equipment is always a help, and is not subject to seasonal demand or style changes. Get ready now—if you want to "play safe" do so in connection with delivery dates. Fixture prices are at the bottom. Our selling and designing departments can give you the best of attention, altho our factories are very busy. Additions have just been completed to both the Welch and Wilmarth plants. We have a fine new showroom in Minneapolis. We have just opened a new showroom in New York. We are ready to take care of those brave-hearted merchants who are going to make the most of present conditions.

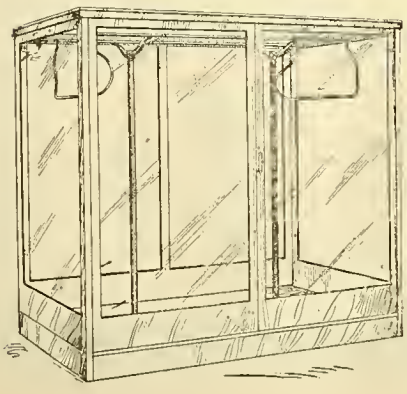


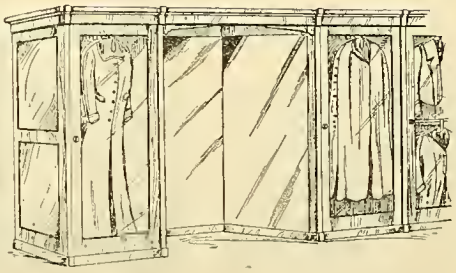
WELCH-WILMARTH

BUILDERS OF

GOOD STORE FIXTURES

KEEP in mind that we can furnish everything needed by the store selling dry goods or ready-to-wear apparel. We make all types of revolving wardrobes, as well as clothing cabinets with pull-out slides. All kinds of show cases and wall cases, etc. Our equipment contains the latest ideas in "unit" and "sectional" construction. When buying our fixtures you get the services of experienced and competent designers, and the personal attention of one of our local representatives. Tell us what you need and we will tell you what we can do.





Welch Manufacturing Co. 7 Lyons Street

Wilmarth Show Case Co. 1524 Jefferson Ave.

Grand Rapids, Mich.

(Wardrobes licensed under Smith Patents)

NEW YORK	20 West 30th St.
CHICAGO	233 West Jackson Blvd.
BOSTON	21 Columbia St.
ST. LOUIS	1118 Washington Ave.
MINNEAPOLIS	27 North Fourth St.
SAN FRANCISCO	515 Market St.
PITTSBURGH	406 House Bldg.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

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VOLUME XXXV
NUMBER 3

SEPTEMBER 1914

Single Copies
Twenty-Five Cents

SYSTEM IN WINDOW DISPLAY

HOW THE WINDOW DISPLAY MAN FOR A BIG DEPARTMENT STORE PLACED HIS DEPARTMENT UPON A BUSINESS BASIS —A PRACTICAL SUGGESTION THAT MAY BE USED IN ANY STORE

JOHN H. HOBELMAN is one of the big display men of this big country. He is not only an exceptionally clever decorator, but he has an unusually keen insight into merchandising methods and believes in conducting his window display department upon a business basis. He not only believes in doing this—*he does it!* Mr. Hobelman has had charge of the windows of B. Nugent & Bros. Dry Goods Co. of St. Louis for many years and during that time he has developed a system that has proved a great practical help to Mr. Hobelman and a substantial benefit to his employers. The plan is not a complicated one. It might be employed in almost any large store. In an extemporaneous address before the Chicago convention of display men, Mr. Hobelman explained the management of his department as follows:

Mr. President and Fellow Window Dressers: You have had so many nice things said about you this morning while I was in the audience that I want to say to you that I appreciated all those nice things, too. We can all stand for a little of those nice things, because we get very few of them in the course of our years in the big stores.

However, this afternoon we all got down to brass tacks. I want to tell you that I believe and I know that every window dresser who has come any distance at all to this convention will not regret it and he is going away with a better understanding of things and has put himself in a position to go back home with something very interesting and valuable.

Eight years ago I introduced a system of window charging in a big store with which I have been connected for eleven years. For a great many years previous to that I had been trying in various ways to find out how I could go up to the office and talk to my proprietor about an expense of a few hundred dollars without his having a wry face.

We all know that the big stores are very, very anxious to have nice looking windows. In fact, you know that they will compare your windows with the windows of other decorators in other big stores in your city who spend perhaps three times more than you do to get their wonderful effect, and the minute you tell them that the windows of your competitor has cost three or four times more than has yours he does not seem to understand you; he cannot comprehend, although he runs the department; he does not seem to understand where this expense could be. So at that time I went to my proprietor and I said: "Mr. Nugent, supposing one of the large circuses were to ask you for a permit to put a poster on our large Washington and Broadway avenue window (which is our largest window), how much could we charge them?" He said, "Well, I don't know of any circuses that want to do that." "Well," I said, "Supposing that were a fact, would you rent our big corner window for a few dollars?" He said, "If I had to rent that window I would not rent it for less than from fifty to seventy dollars a day anyway." So then I put up to him the proposition of charging our windows to the various departments, making up a regular schedule of rates for each window with a view to charging these windows to the department according to the number of days they used them, the charge to be fixed according to where the windows were located in the block.

Of course, that action raised a great commotion in the ranks of the buyers. Of course, you know that they all certainly want to get by just as cheap as they can so their bonuses at the end of the six months will be as large as possible. Any action which would tend to charge their department up with anything would naturally make them feel that it was an imposition; and then you know that there is always some nice buyer who will be shown some favoritism. So when I broached the window charging proposition, several of them said they didn't think it would work out.

One of them said: "Now, listen, supposing I were to rent a store without any windows in it, would it be right to charge me for them?" I said "No." Another said: "Supposing I should rent a store without any windows in it. Well, I would want, if it was a small store, two windows, one to the right and one to the left, or I would not rent the place."

But besides paying for the windows according to their location, the rent is charged to each store. So where there is a department getting two or three windows in the basement, they are charged on the basis of the annual rental, and the buyers getting the better windows naturally supposed that these windows should go with the rent of their department.

Well, I figured it out in this manner: In a big store like we have, where there are fifty departments, there are many for whom you have got to get a window. Some of them have their windows only once in a while and others have them every day, and in accordance with the old system of window charge the window dresser's expense account had to be carried by the department just the same, no matter whether at the end of six months one department has had but one window and another department a window every day; so it happens that a great many of the departments are paying their pro rata of the general expense of the rent of the department when they

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Plate No. 9049—Display of Rain Coats by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

The season for displaying rain coats is at hand and here is an excellent suggestion for a practical display that will sell the goods. The background is a scenic painting representing a view of the train shed in any railway station. This scene need not be a particularly fancy or elaborate one as a suggestion is all that is required. A bulletin board will help to carry out the idea. In the foreground may be seen the figures which need no description. Mr. Pierce has arranged his figures unusually well and the newsboy in the middle adds a touch of realism that helps. This picture was shown at the Chicago convention.

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never even see a show window but once or twice a year and then when they really do not care for it. Some will want a window only once or twice a year.

And then, on the other hand, in big stores there is sometimes favoritism amongst the merchandise men and certain buyers. You do not know why it is, but for some reason or other they will chum together and then that certain man is a favorite in a certain degree. You will very often find that your dress goods man has five or six windows continuously and another man none, and how he got them you do not know. You often find that the dress goods man will get a half a block and another man can't get a single window in a month, because of the friendship between the merchandise man and the buyer. We found that condition in our store. Now, what is the answer? Well, at any rate, there was an unfair distribution of windows.

But after the window charge went into effect no man wanted any more windows than he really could afford. Lots of times they come to me and say: "You have now got in my window a certain line of stuff that should not be there. I do not know whether it is your fault or not, but the window is not paying. I am not getting returns," and he either wants the windows taken out or something put in there that will really pull.

Now, here is a guide. I have here my record book. The departments run from "Ten" to "Fifty." The days of the month are indicated from the 1st to the 31st. Now say, for instance, that we are going to charge a window up to No. 10. This record would indicate that Department 10 had a window and the location of the window is shown.

Supposing we gave Department 10 window No. 12. We would take it and place it under No. 12 and put it on the first of the month, showing that Department 10 had window No. 12. Then if they kept window No. 12 on the 1st, 2nd, 3rd, 4th and 5th it would be shown, and it would indicate at what time the window was taken out. If the window was taken out, No. 12 would appear on the 5th of the month. These five days would be conformable to the price of window No. 12, which would be ten dollars. Then fifty dollars would be brought out to the end of the total. The minute a window is taken out a charge slip is made out by one of the assistants who goes down to take the window out. Supposing that Department No. 10 wanted window No. 12, why, it would show here on the chart that ten dollars a day and the number of days.

And these little charge slips are sent to the auditor and it is charged directly against the department in the same manner as is advertising or any other expense. His department is charged direct.

I want to say here for the purpose of elucidation that in the running of our stores we have three lines. One is Washington avenue in St. Louis, and the other is Broadway, and another is St. Charles. Then there is another store across the street. Our stores are connected by bridges and subways.

In letting or numbering out there windows, each department is assigned them in the regular way by the merchandise manager, just the same as in any store of any consequence in the country, because the merchandise man generally knows what sales are about to be consummated and he is able to work in co-operation with the window dresser and together they get at the scheme and lay out the windows. The- work in co-operation and lay out the scheme and plan out the windows.

The window I had reference to when I spoke to Mr. Nugent is our largest one. It is on a corner and measures about twenty-one feet on one street and nineteen on the other. We consider this the most prominent window in the block. It is right on the corner of Washington avenue and Broadway. We get for that window, for instance, fourteen dollars a day. As we cross the block we come to a little side street with a great many stores which is called "St. Charles." It is a very small street compared with Washington avenue and our windows over there are priced at two dollars a day. Other windows are charged for according to their size and location.

I want to state right here that the income from our windows is about $37,000 a year, and this money is charged to the various departments and credited to window dressing, and in the course of the year the salaries of the window trimming department, and everything such as fixtures and interior display, everything coming under the head of window dressing, is charged to the various departments and of course at the end of the year we have a large balance to show the proprietor of the store.

There is no reason why the department should not stand the expense. If you have a large ad in the newspapers it will cost the store fifteen or twenty dollars for each day for the advertisement and the chances are that the advertisement is not read, or if read, is forgotten.

But in the case of the window it is always before the public and is just as valuable as an ad. Oftentimes in a large store a buyer will prefer a window to advertising,



Plate No. 9050—A Fashion Setting by Bert A. Smyser for Stone-Fisher Co., Tacoma, Wash.

This setting was designed to serve as a background for a showing of dress materials and trimmings. The five leaf screen at the back was finished in rough stucco effect and trimmed with roses. At the right was a rough stone column also covered with flowers. Various accessories and trimmings were shown.

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because he claims that there is a more direct result, whereas in the case of an advertisement, as I said before, it is sometimes read and then forgotten, and that is the reason we have found in the last eight years that it is the most wonderful proposition ever devised.

I have had numerous requests from all over the country asking me how we operated our window charge and I have written letter after letter to various parts of the country telling them about the system and giving them copies of our books and you would be surprised to find how gratifying it is to the proprietor of the store, and the window dresser as well, that that man is today on the right side of the ledger and not counted in as dead help as is the floorwalker, or classed with other labor throughout the store, which is considered to be earning no revenue.

By this system of charging it makes the window dresser the big man.

Naturally, there was a feeling amongst the store-heads at first that the system was not right, but after a while they began to see that it loomed up the fairest proposition ever put up in a department store. Very often you would find that the little man hasn't got the nerve and of course he would lose out, but today the little man who has not got the nerve, asking for a window gets the same attention as the man who has always got the nerve and who is trying to grab the entire block of windows. The arguments that are put up are sometimes very amusing by the various buyers when commenting on the way the windows are laid out. One will say, "Mr. Hobelman, I do not believe I want that window Number 12, you are charging me ten dollars a day for that and I want my goods put in a window that will be about five dollars a day, because I think it will do just as well."

Heretofore they would all grab the big windows. The little fellow wouldn't get anything. He, perhaps, would get a place down in the basement where he could get some tinware. They would say, "You can put anything in there you want, because nobody sees it, anyway." (Laughter.)

But after a while they saw that the little windows were all right if the right stuff was put in. If you put the right stuff in these little windows, on these side streets, and with the right merchandise values they would serve just as well as the corner window if the merchandise were not good.

Of course, every window trimmer has these troubles, you know; it is not confined to me. (Laughter.)

Sometimes they will come and complain to me and I will say that I will wager that this or that window is as good as any window in the block, if you put the right article in here you will not make a mistake. And one fellow asked—by the way, it was on some small rugs, and the rugs were to sell regularly for a dollar and a quarter. I said to the fellow, "To prove to you that I am right, if you want to take the chance, we will put those rugs in there for forty-nine cents, we will put the rugs on that side in the little window." And on the second day he said, "Take the rugs out of the window, I have already lost twenty-five dollars." (Laughter.)

I was to talk today on the "co-operation between the advertising man, the merchandise man and the window trimmer." But I know the time is short and I haven't time therefore to go into it, but I have felt that if I could bring something to this convention from good old St. Louis town which would help anyone of you when you get back to your department it would be better than for me to stand up here and thrash out a lot of things I probably could touch upon.

There isn't a man in the store who has a harder time getting by on his expenses than the window dresser, but in the last few years I have noticed the progress of the various clubs. I want to say that I think the Window Trimmers' Association is becoming one of the grandest organizations in the country. I refrained from joining it for many years for the simple reason that I could not see where the good of it was in the beginning. I should never have had that feeling. I should have assisted in the pioneer work. The pioneer work is the hardest work that is to be done.

In April I had the pleasure of speaking before the Ad Men's League at Indianapolis for the southwestern and central divisions. I saw there what a valuable thing cooperation among any class of men is. And I immediately felt that I had been very wrong in not joining the association of window trimmers a great many years ago.

After we organized in St. Louis I was one of the first to co-operate heartily along that line and at the last meeting of ad men there were not half the number present that we have here a this Window Trimmers' Convention, and this is gratifying. The boys came here, too, with a feeling that they will go away and take something with them, something that will benefit them.

I hope that in my talk this afternoon, while it has not been very long, that I have given an insight into something that will benefit you all. I will be here during the convention and would be glad to meet any of you boys who desire any information I can give them. If there is anybody here that wants copies of any form sheets I shall gladly give them to you or send them or do anything I can to put the window trimmer on a high pinnacle in the big stores today. The time is past when with a step ladder and a hammer you had to sneak across the floor for fear the boss would say, "If you are not doing anything else go and wait on that customer." (Laughter and applause.)



Plate No. 9051—An Opening Display by W. K. Best for Turner-Ebinger Co., Marietta, O.

This is a good setting for millinery, ready-to-wear or almost any other kind of merchandise. The background is quite simple, being made of wall board finished in white or any other light tint and decorated with papier mache ornaments. The floral decorations are self explanatory. Two full form drapes were shown

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We have "pulled off" in our store some of the largest sales of goods in the country. One of our great features is our Anniversary Sale, to which we look forward from year to year; every buyer and everybody in the house is preparing for that from one season to another, and you can get the most wonderful merchandise for the money imaginable. Every buyer goes to the man whom he feels is his friend and says, if they don't give him something for that anniversary sale they will never be allowed to come into the store. And all year the buyer is doing that and the result is, the final result, that the boss sends for the window dresser and his advertising manager. You see they are his two men, those two men are the Secretary of War and the Secretary of State. (Laughter and applause.) And he says to those two men, "Now, boys, what are we going to do? Here is John Smith and Henry Brown sitting in the back room here with a table of merchandise that he has gone out and picked up from some of his friends. What is he going to do with them?" And the result is that there is a big campaign formulated and schemed between the two most valuable men in the store—the window dresser and the advertising man. One is the advance agent. I have always pictured it as being similar to a circus. The band is playing and everything is all excitement and they have to do something or there will be a slip. I always refer to the advertising man as the advance agent for the circus and the window trimmer as the man who runs the side show. He is the man with the advertising man that you see before you get inside. They are the first thing you see before you come inside. (Laughter and applause.)

After you come through the main entrance and get inside the show then you are entertained by the funny clowns and short-change artists and everything else. (Laughter and applause.)

I tell you that in the last four or five years I am very glad to say, and it is indeed gratifying to see that the window dresser is becoming one of the big men in the store. There isn't anything, no matter what comes up, for instance the arrangement of the fixtures or the floor plan or changing the counters, getting new counters, where he does not cut a big figure. No matter what it is. In some towns they call him "the superintendent of construction," taking care of the outside of the building, arranging the counters, arrangements in the basement, and so on. There is the man. (Laughter.)

If the man is as valuable as that, why, the boss is going to put him where he belongs, not down in the basement, but upstairs with a roll top desk, right up alongside of the boss. (Applause.) That is where he belongs. (Applause.)

I want to say one further word and that is that we want to pull for these conventions. Every man should sit up and take notice and not lose interest in this thing. There is not a man here that should not go right ahead and plug from the beginning; aim to get the best men in office; put the men there that are going to work and hustle the next year wherever the convention is going to be—of course, I do not know where—wherever it may be. I want to say that we want to aim to get as many there as we can. As far as I am concerned I am going to work to that end. And while I am talking, and from St. Louis, I will say that we are not going after the convention this year but we are going after the convention for 1916, not this year but a year later. Gentlemen, I thank you. (Tremendous applause.)



Plate No. 9052—Display of Viyella by Fred C. Manning for Watt & Grant, Aberdeen, Scotland.

Here is a good example of window dressing in Scotland. Twenty-five pieces of goods in blue and white were shown in front of a background of black box-cloth.

Anniversary Displays

ANNIVERSARY DISPLAYS are always interesting if they contain relics of a bygone day. The windows shown here were of that sort. They were dressed by Messrs. Lon E. Weisgerber and John Baldsinger for Boggs & Buhl of Pittsburgh, Pa., recently, on the occasion of the fiftieth anniversary of that firm. These windows depicted



THE OLD ROSE GARDEN.

seenes of half a century ago, and were espeeially interesting for the reason that even the smallest detail was carried out with the greatest accuracy. All of the merchandise and accessories to the displays were genuine articles that had been in use fifty or more years ago.

One window represented a rose garden of the days of the war. There was an old-fashioned arbor



GRANDMOTHER'S BED ROOM.

covered with climbing roses. Other plants filled in the background. The two figures were dressed in costumes of that period. The old way of dressing the hair and the most trivial details of dress were carried out with chronological correctness. "Grandmother's Bed Room," as one of the other windows was called, was also an example of historical accuracy. There was the big four-poster, more than 100 years old, the little old-fashioned wash stand with its pitcher and bowl, the bedside table with its candlestick and one of the hideous vases of china that were considered so artistie when "Grandmother" was a girl. This display carried many of the old timers back to their youthful days and aroused memories that had been dormant for years.

The "Living Room" was another good example of careful selection and clever arrangement. From the tall, old-fashioned clock to the little harpsichord with its sheets of old-time songs, everything was perfect. It was so well done that only with difficulty could one realize that these wax figures were the same that this store uses to display their most fashionable apparel. All of these windows have the merit of not having been overdone as is generally the case with displays of this character. When the decorator has at his disposal a considerable amount of material to select from, he is naturally inclined to use too much rather than just the right amount, and the result is that the



THE LIVING ROOM.

window has an exaggerated effect that is not at all convineing. In this ease the decorators have shown rare judgment in seleeting and using just enough to produce the desired effect. Most stores forty or fifty years old could secure the requisites to make a display of this sort. In every old community there is a wealth of old furniture and other relics of the past that could be drawn upon to make an anniversary display. Most poeple are proud of their family heirlooms and will gladly place them on exhibition in a show window if they have the assurance that the articles will be well taken care of.

A Charity Sale

ON APRIL 30TH, Bernheimer Brothers of Baltimore donated two per cent of their gross sales to a fund that was being raised for the maintenanee of a loeal hospital. As this is a big store, the donation ran into a eonsiderable sum.



Plate No. 9053—A Good Display of Clothing by C. O. Johnstone for M. L. Rothschild & Co., Minneapolis, Minn.

Here is shown an exceptionally well handled display of men's wear. In the lower part of the window the principal garments were light top coats. These were enlivened by unit groups of shirts and hats. Purple plush was draped from the high shelves at the back, down to the floor in front and around the merchandise. Flower decorations were used in hanging baskets and baskets and vases placed on pedestals. This was a display that showed the quality and style of the coats to the fullest advantage. It was a success both as regards attractiveness and selling quality. High grade trousers and accessories were shown on the shelves.



Plate No. 9054—A Background for Living Models by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

This display platform was built in the ready-to-wear section and on each side a white walk extended half around the department. The form and parasol were only placed on the platform while the photograph was being taken, to show a comparison of size of the models and setting. The posts were in marble effect and the panel was grey trimmed with smilax and flowers. On each post was a potted fern. At each corner of the platform was a home made vase filled with hydrangeas. A small boxwood tree stood at the turn in the walkway on each side. The crowd was provided with seats in the beginning, but there were so many people that the seats were later crowded out of place. This made a pleasing setting for the new styles.



Plate No. 9055—A Display of Boys' Clothing by L. A. Rogers for E. M. Kahn & Co., Dallas, Tex.

Here is shown an unusual way of displaying clothing for children. The background was a painted scene representing the open country and the foreground was arranged to give the impression of a road. Sand, moss, etc., gave this impression. Flowers and foliage lent color to the setting. The main feature, however, was the big runabout that was placed in the window with complete equipment. Naturally this window attracted much attention. This was one of the pictures shown at the Chicago convention.



Plate No. 9056—An Opening Display by Will R. Ashby for Keith O'Brien Co., Salt Lake City, Utah.

This effective setting was made for a display of millinery. The frame and curtain of silk plush were relieved by columns covered with onyx paper at the sides. The other details show plainly.

Department Store Card Writing

By G. Wallace Hess

This is the thirteenth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

BEFORE delving into showcard work, a few words relative to the effects of the European war on things used by cardwriters and window trimmers may prove of interest. The average cardwriter hardly realizes to what an extent we depend on Europe for the everyday tools we work with. First there are the brushes. Good brushes are made in the U. S. at the present time; that is, red sable brushes—but remember this sable hair comes from Russia and the Japanese lynx which commonly sells as sable hair comes from Japan. Little raw stock is carried here, so without that we cannot make brushes. Russia and Japan produce the best hair. Germany, France and England make the best brushes. The suggestion is made to buy brushes conservatively and use them carefully. Brush jobbers have already made advances of 10 to 25% and the small dealer is in many cases standing the advance.

Soennecken pens—prices have been withdrawn by the firm's general agent here and their stock apportioned to their friends and old patrons. Music pens; they, too, come from abroad.

Aniline Dyes from which air brush colors are made are soaring out of sight and it is estimated that thousands of workers in dyeing establishments in Chicago will soon be out of work for want of dyes.

Metallics—before planning your Christmas windows you had better see where you stand in this respect. They are a German product.

Cardboard—the filler comes from Germany—the coloring also. It is inevitable that you will pay more for cardboard and, in fact, the more one looks into the existing condition of things the more he realizes how much the letterer is dependent upon the markets of Europe for the materials he most uses and needs.

With this condition confronting us it behooves each and every one to buy carefully and intelligently just what he needs for future use and to guard zealously his brushes above all things.

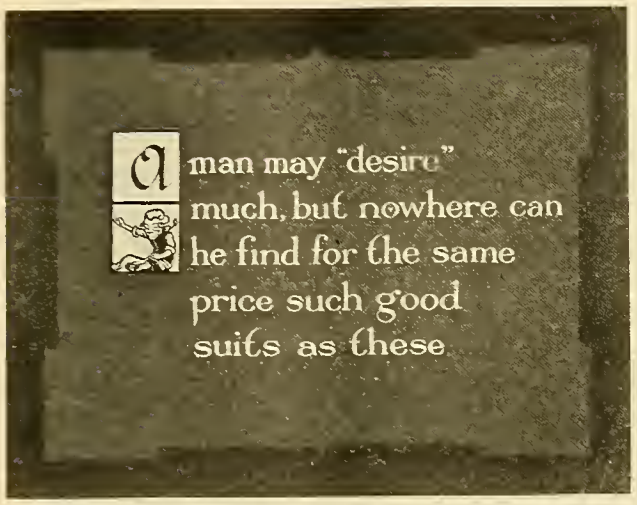
I am firmly convinced that the small card, (that is, a card from the quarter sheet down to the smallest ticket) will ultimately be made by mechanical tools, pens and lettering stocks and that before many years.

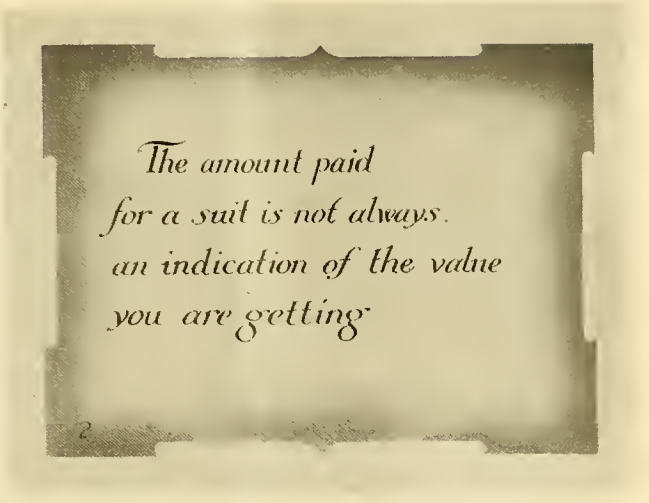
A stick can be so made into a lettering tool that it will make fast knockout lettering more uniform than the average knockout lettering done with a brush on interior signs in department stores. Perhaps I may be a crank on the subject of pen lettering but experience has taught me that with very few exceptions it is the only way to make a clean cut letter on cards ranging in size from 11x14 inches down—and these are the sizes mostly used in the up to date stores for window cards.

Every worker has his own peculiar ways of doing things. I am inclined to think that the best cardwriters of today are the men who went at the game in earnest without instruction. One man will line a card one way, one another—if both hold their jobs and get out their work on time, what's the odds?

Now on my card Number 1 for example (and also on Number 3) is shown the effect of good parallel lines. I line with a T-square and a parallel ruler exclusively and I assure you that any one who can line a card faster than I do will certainly "go some." Other men will use a ruler and use the running edge of desk as a guide but I see little difference how a card is lined if a man is sure







his lines are parallel. As a matter of fact 80 per cent of the lining on interior cards in Chicago stores is done with mats. Furthermore if you begin at Hillman's at Washington and State and take in every store on State street south to Siegel & Cooper's you will not find a cardwriter using a bridge or the overhand method.

This to answer numerous queries on the above subjects. To hold his job in a Chicago store a cardwriter must be able to turn out interior cards (say a quarter sheet) with two lines and price in about 20 seconds flat.

For physical reasons I was compelled to leave the department store field of work and I hope in the next issue to show a wider range of work.

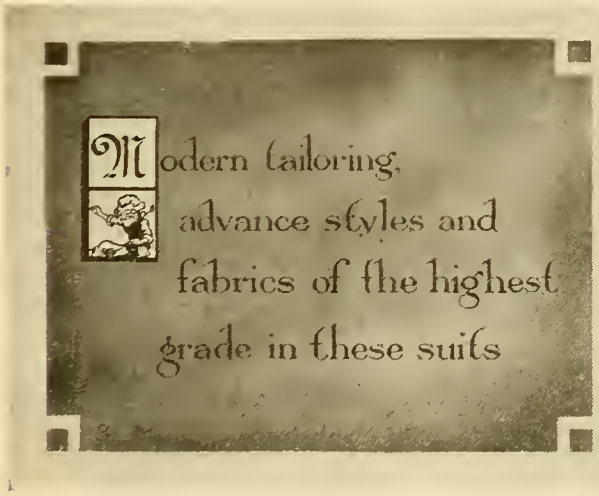
In cards Numbers 1 and 2 are shown how by careful cutting the "cut off" of a mask can be used. As I have said before some of these tint block effects look very neat, and I might also say that in making the stencils of marks that the T-square plays an important part.

Hundreds of inquiries were made of me at the convention relative to music pen lettering. Many were of the impression these letters are outlined and filled in. This is not true. In card Number 4 some of the letters in "autumn styles are splendid" are outlined; some are one stroke, but in all other cards, and the alphabet, the letters are one stroke. However, in vertical letters the "S," the tail of the lower case "g" and the horizontal strokes of figures 5 and 7 are outlined because it seems easier on the hand, but in slant lettering this only applies to the two figures, for the compound curve in "S" in a slant letter is nearly vertical.

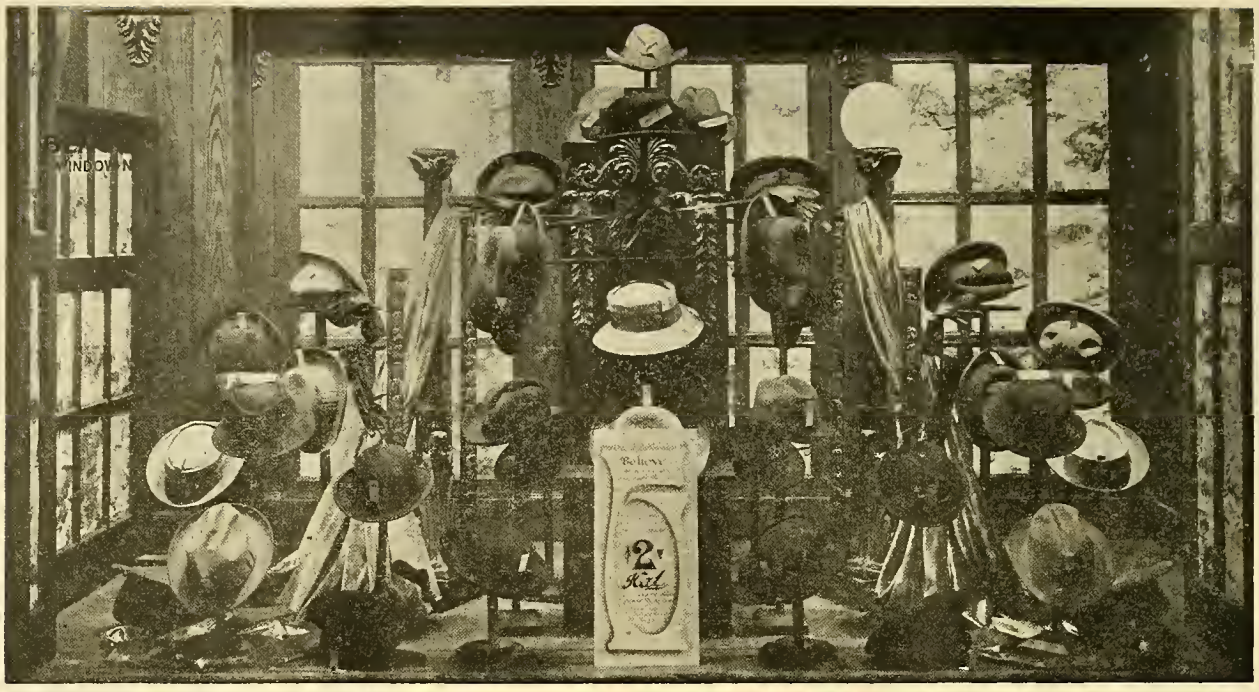
As to white, it seemes to give trouble in pen lettering, especially when prepared whites are used. If caught without dry white which I rub up myself, I invariably get better results by taking some of the "solid meat" out of the bottle and adding a little clear water for a thinner.

I am inclined to think that certain preservatives used in prepared colors make pen lettering a little difficult, while they do not retard brush lettering in the least.

A. D. MATTHEWS' SONS of Brooklyn conduct a monthly two days' sale called Clover Days. It is a rule of these sales that each article shall be offered at a lower price than at any other time during the current month.





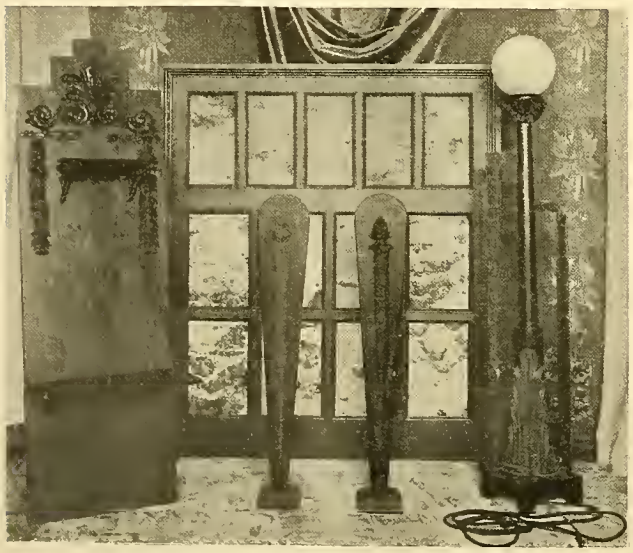


MR. FRIEDMAN'S SPECIAL FIXTURES IN USE.

Special Fixtures

EVEN THOUGH the display man may be supplied with good factory fixtures sufficient to take care of all ordinary requirements, most decorators who are handy with tools like to experiment with display devices of their own designing. Incidentally it may be said that many of the fixtures that are regularly manufactured today were originally designed by display men experimenting largely for their own amusement. However that may be, there are few decorators who have not experimented more or less in the designing of fixtures, and some of them have done very well indeed in this direction.

Sam Friedman, who has charge of the windows of Blach's clothing store in Birmingham, Ala., is quite an inventor of display fixtures. He has been trimming windows for a good many years and during this time has always had at least one or two display devices upon which he was thinking out or working out the details. Years ago Mr. Friedman developed several new devices in metal for showing men's wear. More recently he has been experimenting principally in wood. The smaller picture shows a number of original devices that Mr. Friedman has made for Blach's store. The larger picture shows how the fixtures are used.



SOME OF MR. FRIEDMAN'S DESIGNS.

At the back of the smaller picture may be seen a divider that is used between windows. This is made out of hard pine finished to represent English oak. The design is quite simple, being a plain panel pattern. The panels are all filled with selected birch-bark pasted flat. This design corresponds with the pattern of the backgrounds which were also designed and built by Mr. Friedman. The larger picture gives an idea as to how these backgrounds appear in the windows.

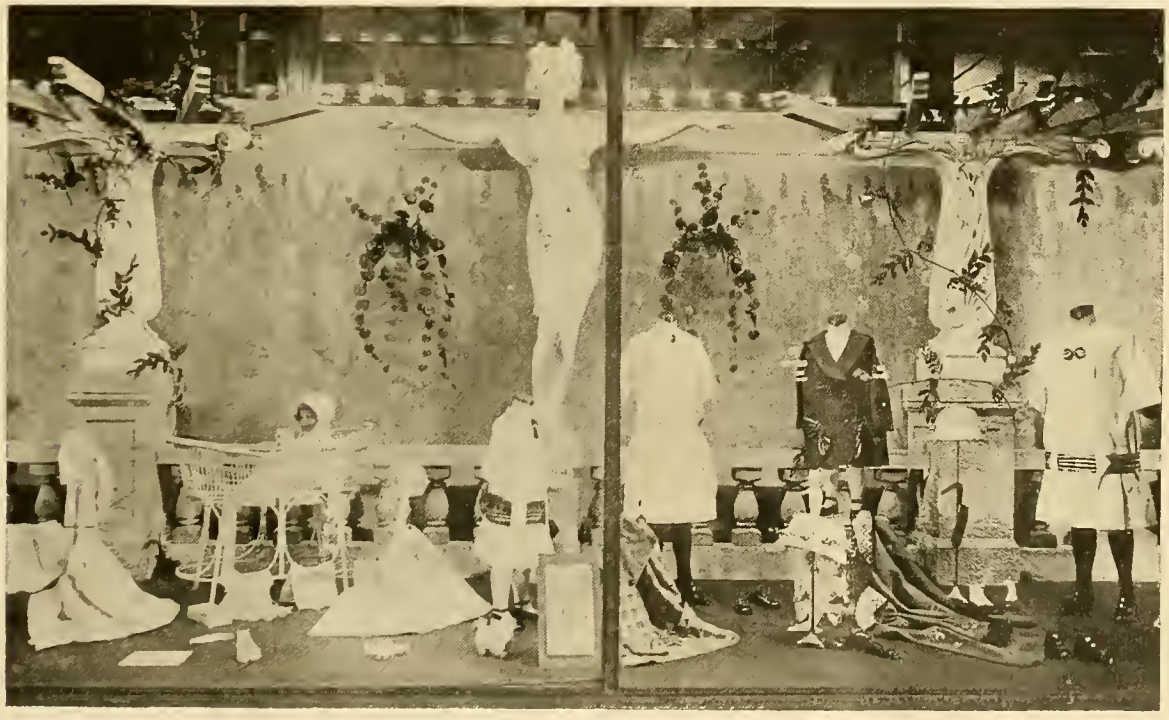
At the left of the small picture is shown an easel that Mr. Friedman has used in many ways. It is a broad board of hard pine in an English oak finish and decorated with plaster ornaments finished in antique bronze. Holes are bored at regular intervals so that shelves may be fixed on the face of the easel by means of movable bronze brackets that can easily be raised or lowered. This easel can be set at any desired angle and the shelves may be omitted if so desired. At the right of the small picture is shown a lamp that may be moved about the window. It has a high ornamental base that was designed to permit the draping of velour or other fabrics. This also was made to represent English oak and was trimmed with relief ornaments in antique bronze. The two small pieces in the middle are merely ornaments designed to harmonize with the other fixtures. These fixtures were designed by Mr. Friedman some time ago and they

have served their purpose so well that they are still in use. However, he is now building new backgrounds and other fixtures on the principle that it is a good thing to have a change occasionally. In past issues we have shown a number of displays by Mr. Friedman in which these fixtures have been used.



Plates Nos. 9057-8—A Handsome Setting by C. E. Wilson for the Killian Co., Cedar Rapids, Ia.

Here are two of a series of fifteen windows, all of which were treated in the same manner. Across the back of the corner window was built a seat and at either side was a balustrade all of which were finished in rough stone effect in a greenish shade. The life-size statues of the "Tango Girl," the supports of the pergolas and the jardinieres were all in a white Italian marble finish. The background was a lithograph design mounted on muslin showing large hollyhocks. Clusters of geraniums and sea moss were used in the hanging baskets and wistaria vines were twined about the pergolas. Various kinds of appropriate vines were used to fill the boxes and jardinieres. The floor was covered with green felt. This made a very handsome setting. It was original and effective.





THIS WINDOW DREW CONTINUOUS CROWDS.

A War Window

THE WAR IN EUROPE will undoubtedly result in a great many special window displays of all sorts. That being the case, there is a lot to be gained through being first. So far as we have been able to learn, the first really pretentious "war window" to be made was by the F. & R. Lazarus & Co. store of Columbus, O. Early in August, when the war was just getting a good start, Ernest S. Jaros, advertising man, and H. H. Tarrasch, display man for the Lazarus store, were in Chicago attending the convention of the display men. War news was coming in at a great rate and everyone was more or less excited over the possible results.

It occurred to Messrs. Jaros and Tarrasch that this universal interest could well be made the subject of a big window display. Accordingly they got busy. One of the first things they wanted was the biggest map of Europe that could be found. They succeeded in securing a six-foot map showing all of the latest divisions brought about through the Balkan war. Then they scoured the book stores and news dealers' shops of Chicago for pictures and publications. They were able to find a lot of interesting matter, including colored lithographs, and a number of English, French and German illustrated papers received on the last boats before trans-Atlantic transportation was restricted. Much of this material was difficult to secure, owing to the great demand for it.

By the time the convention was over Mr. Jaros and Mr. Tarrasch had made quite a collection and they departed for Columbus on Thursday, August 6. By the middle of the afternoon of the following day the window was complete as shown in the picture. The big map was mounted in a velvet covered frame and was lighted on all four sides. At the sides of the window were posted bulletins as fast as they were received by the newspaper. Little silk flags were pinned to the map and connected by small ribbons with the bulletins referring to the armies represented by the respective flags. Miniature battleships were placed on the map to show the positions of the various fleets.

Another feature of the window was the showing of some of the authentic uniforms of the English, German and Russian armies. Fresh bulletins are being received constantly during the day, and by an arrangement with the *Columbus Evening Dispatch* the news is posted in the windows as soon as the newspaper receives it from the wires. It is planned to keep up this display as long as the interest is tense. Continual changes will keep it strictly up to the minute and new features will be brought out regularly. The Lazarus Co. has a lot of interesting material in reserve and this will be used as required. The crowds constantly in front of the window show the interest and appreciation of the public.



Plate No. 9059—Hardware Display by H. W. Goeller for Schoedinger & Marr Co., Columbus, O.



Plate No. 9060—Opening Display by John W. Turley for Brown Thomson & Co., Hartford, Conn.

This was a fall opening display of gowns and the setting and arrangement of merchandise were highly attractive although quite simple. Although the window is a large one, only three gowns and two wraps were shown together with a few hats, shoes, gloves and other appropriate accessories. Handsome rugs were used on the floor. A few plants finished this handsome setting.



Plate No. 9061—A Millinery Setting by Harry W. Hoile for Loveman, Joseph & Loeb, Birmingham, Ala.

The effect of this setting was due principally to a combination of paintings and artificial flowers. The two large posts detract considerably from the effect of this display.



Plate No. 9062—An Opening Display by H. B. Martin for Duffy-Powers Co., Rochester, N. Y.

Here is a simple, high class display in which ready to wear costumes and coats are shown with piece goods and trimmings. The whole scheme of arrangement and decoration has been carried out with great simplicity and good taste throughout. The details are so evident that no description is necessary. This is one of the many excellent pictures entered in the contest at the Chicago convention.



MR. KOERBER MAKES DRAPES LIKE THIS IN A FEW MINUTES.

Some New Drapes

WE SHOW HERE a number of drapes that have been made recently by Jerome A. Koerber, head window dresser for Strawbridge & Clothier, Philadelphia. These represent some of the newer fashion tendencies and are the sort of work that Mr. Koerber does regularly for his store.

Mr. Koerber is remarkably rapid when it comes to making drapes of the kind shown here. He contends that no store can afford to have the window dresser spend hours in working out intricate effects in draping. The draper should learn to work rapidly and create his effects in the shortest possible time. This does not mean that he should do careless work,



SIMPLE AND EFFECTIVE.



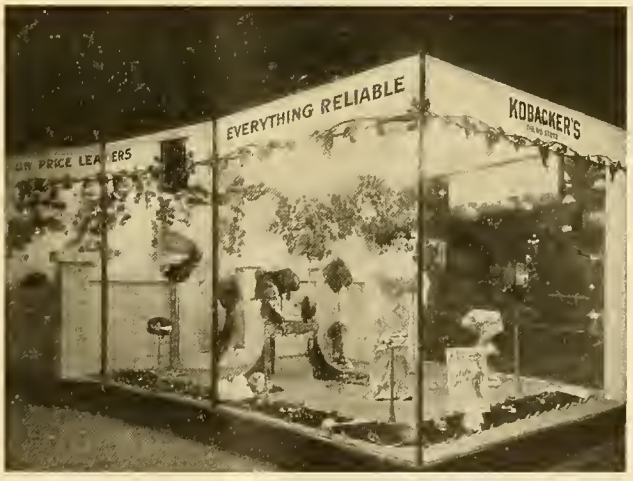
SUGGESTING THE LATEST MODES.

for that is inexcusable in any branch of window dressing, but he should in his draping strive for broad effects rather than little details in his drapes. These little details are all very well if one has all the time in the world in which to get the work done, but the decorator in a big department store has altogether too much on his hands to spend an hour or so in making a single drape, unless it be for some very special occasion. The purpose of the drape is merely to suggest a style and to show certain combinations of fabrics and trimmings. It will be noted that this has been accomplished in all of the drapes that are shown here, yet none of them took more than a few minutes to finish. In drapes of this kind, the effect lies largely in the skill shown in making pleasing combinations. In most of them the goods has been handled in a loose manner that, while consistent with the present styles, is not in the least harmful to the goods. Very few pins are used and the fabric is not wrinkled in such a way as to make it unsalable. The beginner at draping, unless he is an exception to the general rule, damages much merchandise in making his drapes. He pulls the goods too tightly and does too much fine pleating that is sure to leave a mark on some classes of goods. It is suggested that beginners practice for speed in making their drapes. It may not be easy to acquire in the beginning, but will gradually come with practice.



Plate No. 9063—Prize Winning Display of Furniture by Harry W. Hoile, Birmingham, Ala.





Plates Nos. 9064-5—Style Show Displays by J. L. Dexter for Kobacker's, Connellsville, Pa.

In most of the cities of ten thousand and up there wil be "Style Shows" held this fall and trimmers will be looking for new ideas for the special displays that will have to be made for this important occasion. The pictures above show an attractive setting that is appropriate for any knid of read-to-wear garments. The imitation stone wall was made of a wooden frame work covered with muslin and painted. The stripes representing mortar were made with an air brush. In each window there was an opening in the wall at the rear representing a gate. Back of each gate was a scenic painting showing a path leading through the trees into the distance. Papier mache jardinieres filled with foliage were placed on the tops of the posts. Maple leaf sprays and chrysanthemums were used. The treatment of the floors in the two windows was varied slightly.

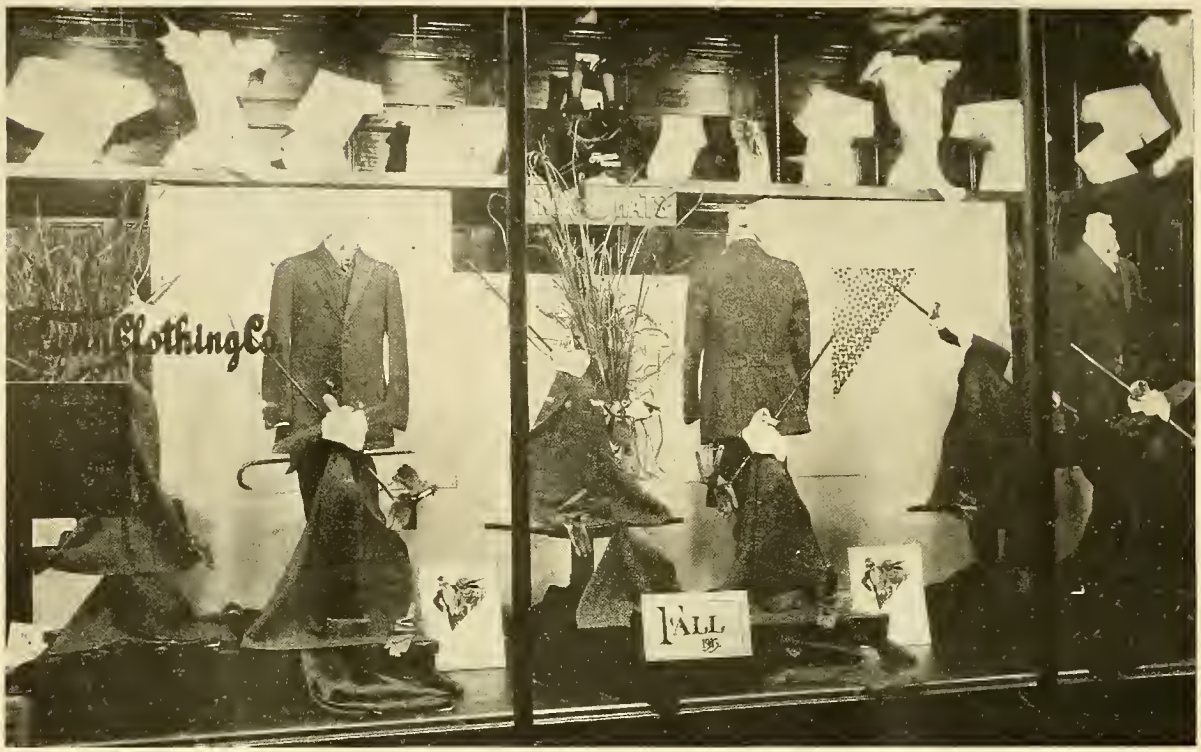


Plate No. 9066—Display of Men's Wear by Matt Duncan for Flynn Clothing Co., Parsons, Kans.

Here is a fall opening display in which a considerable number of suits were shown without any apparent crowding. A simple design in white was built at the back, and this was relieved by cattails. Three units were shown, each being trimmed upon a plateau. Shirts, etc., were shown on the shelf.

NOTES FROM NEW YORK

THE EUROPEAN WAR HAS AFFECTED THE AMERICAN MARKET IN MANY WAYS—A MID-SUMMER DISPLAY OF TOYS AT GIMBEL'S—PRICES SKYROCKET IN MANY LINES—OTHER ITEMS

F. F. Purdy

THE effects of the loosing of the dogs of war will be varied on the merchandising interests of America. One of the first was the arrival of larger numbers of buyers than usual in this market to assure themselves as far as possible of supplies of goods that came originally from abroad. Now, it is well known that of late years buyers have been holding down their purchases more and more to current needs, in large degree through the cautions of the merchandise men over them. With the outbreak of hostilities the buyers have found themselves short of many descriptions of foreign goods. This applies particularly to laces, embroideries, gloves, toys for fall, and other goods. Importers who have a stock on hand of foreign goods are naturally getting more money for them, for after they have disposed of their stock they may be practically out of business. Perhaps the first window here that illustrated the situation was one of Mr. Wendel's, at Gimbel's. It was a toy window, and was mute evidence of the fact that Gimbel's have their holiday toys in the store or going through the Custom House. Of course this is no season now for toys, and there was but one reason for showing up these importations in mid-summer.

The Paris note in styles has become more emphatic than ever of recent seasons. The thought occurs—With the strenuous practice of the art of war by most Frenchmen, will the effect be to induce Americans to not only assume the role of originators, and also to accept Americans as such originators? Mr. Frankenthal, at Altman's, with his experience with foreign styles, is an interesting authority to answer such a question. His expression was answer enough, but he added, "They can never do it here and cannot become originators like those of Paris." This may be true, from the present standpoint, but considering the *outre* character of many recent Parisian fashions, the hope is latent in many that America may come to the front some time and put forth styles exactly suited to our women, both from the standpoints of comfort, beauty and feminine modesty.

Julius C. Kurzman, of Kurzman Brothers, Fifth avenue, has returned from abroad, reporting Paul Poiret at the head of a French regiment, and the Worth fashion headquarters closed. He says we shall see few Paris fashions here this fall and winter, that no models can be brought over now and most of the so-called Paris models are made right here by Americans. He states that French dressmakers have no intention of coming to America to do business, as

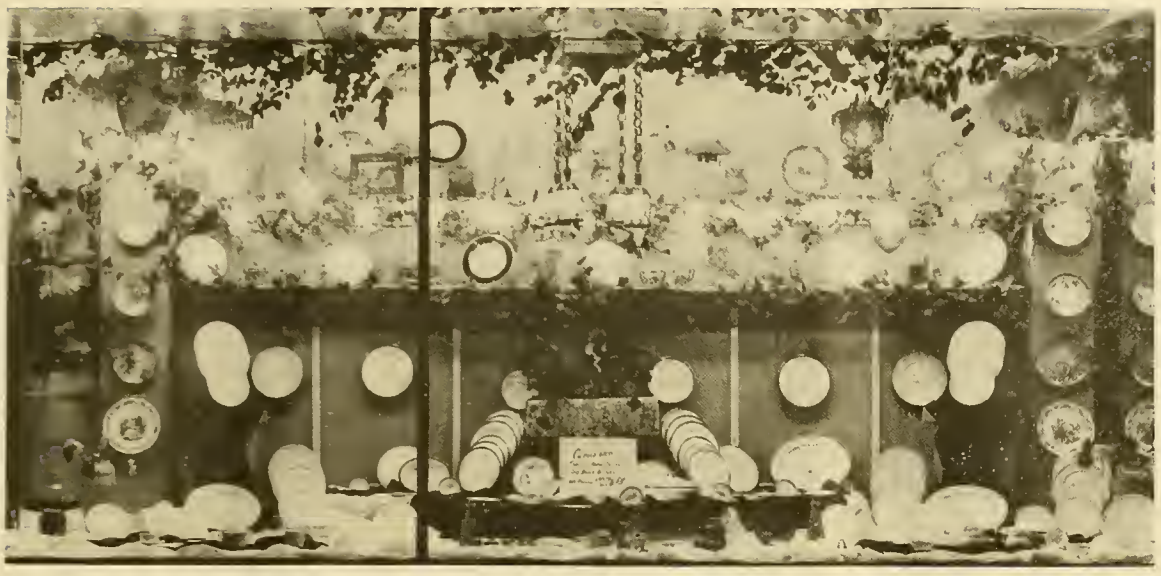


Plate No. 9067—Display of China by C. B. Hunt for W. J. Pettee & Co., Oklahoma City, Okla.

Long shelves were built across the background and at either end was a tall square column, the capital of which was surrounded by frosted electric lamps. A large jardiniere filled with foliage was placed on the top of each column. The lower part of the background was marked off in panels by means of wood strips. A number of hanging lamps and several ornamental Japanese lanterns were suspended from the ceiling

their feeling for their flag is too strong. Considering everything, it would appear that the opportunity now open for American designs of gowns was too pronounced to be overlooked. There has been widespread comment that America has copied Paris too utterly and subordinated its individuality, and that after Paris had set the style, often too radical for moderately conservative women, the design would be modified to accord with our requirements. American leaders in art in home furnishings have urged that we should be versed in the furnishings of the historic periods of history, but not slavishly copy them, endeavoring to work toward an ideal of home furnishing that would represent and be exactly adapted to American life. This same idea may have a chance to secure some sway now in the dress of American women, and it will be interesting to note, for the next season or two, the central ideas of fashions and where they come from. It may be the psychological moment for American designers to come to the front and we shall soon see if France has a rival in the origination of fashions in costumes. In regard to colors, the present scarcity of certain dyestuffs may necessitate a veering toward the hues for the production of which our mills can secure the basic materials.

The glove trade is affected, perhaps, as much as any other industry by the war. The import trade is large in women's gloves, and importer's stocks were small at the outbreak of the war. Prices have advanced as much as 30 per cent for some kinds. American makers will stimulate production, but how long they can do this with their present stocks of leather, which comes from abroad, is a question. Meantime glove buyers are busy looking after goods. Most of the nets on which Irish point and certain novelty curtains are made come from abroad, and as the stock hereabouts is small, prices have risen, which will be reflected in prices of lace curtains. The trunk and bag trade are predicting a great business next year, as the advance guard of thousands of American refugees are returning from Europe, many or most of them without their baggage, as they have been glad to get to the coast and escape with their lives.

Foreign trade conditions are reflected in Hearn's advertising perhaps more than in any other local ads. For instance, in featuring blankets it is stated, "Foreign wools and dyes are uncertain—Jtheir prices are soaring." We know this to be true of dyes. Some prices are up several hundred per cent. They come mostly from Germany. In advertising linen Hearn says: "Stop and think. The flax that linen is made from comes mostly from Russia, is 'rendered' in Belgium and woven in Germany, Ireland and Scotland. Existing conditions will stop importations of these as well as other goods selling here at August sale prices."

The Antipodes is ambitious of excellence in window decoration. The latest visitor thence is W. J. Hewett, "window and store decorator," as his card reads, for David Jones, Ltd., of Sydney, Australia, who visited Berlin and London before the beginning of the war, and is now in this country looking for a few weeks of first class experience before going back to put his new ideas into practice under the Southern Cross.

Samuel Ellis, assistant to Herman Frankenthal, at Altman's, suffered an attack of appendicitis early in August, and was taken to the French hospital, where

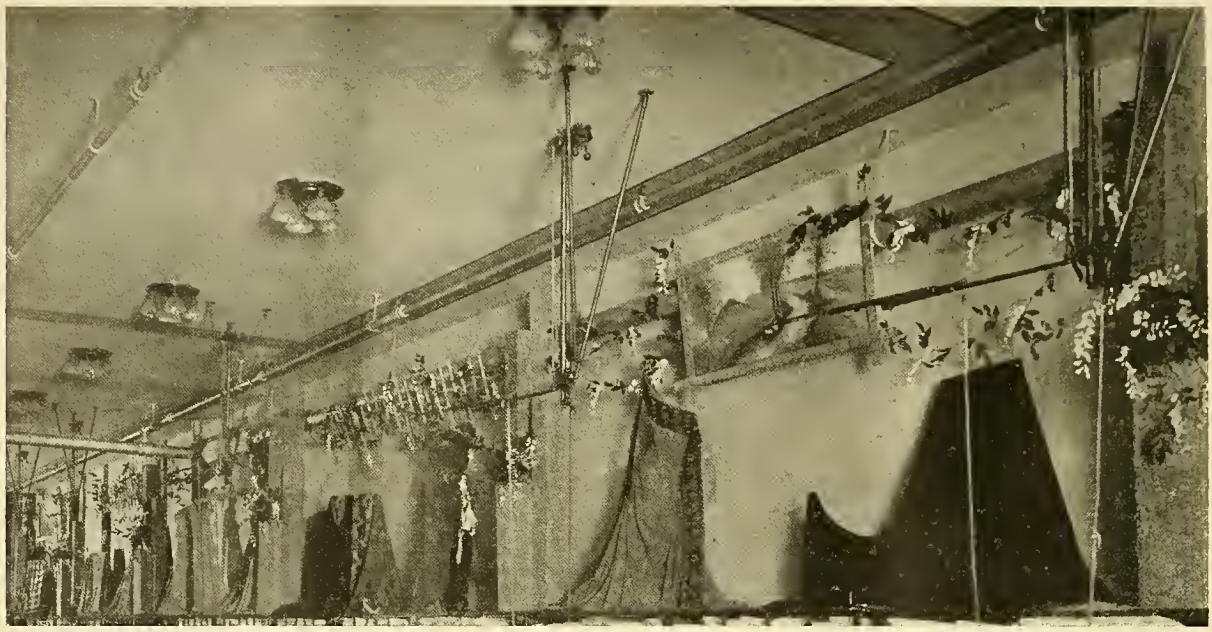


Plate No. 9068—An Interior Display by W. F. Schultz for Kerr D. G. Co., Oklahoma City, Okla.

Square columns extending almost to the ceiling were placed on the ledge at regular intervals and between these were placed lattice work and scenic paintings alternately. Drapes over shell forms and various kinds of stands were placed along the ledge. The flowers show for themselves.

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an operation was performed, and from which, at this writing, he is recovering. Mr. Ellis is a highly respected decorator and has been with Mr. Frankenthal for many years, and his friends hope for an early and complete recovery. Many of the arrangements for equipment of the new Altman addition have come under Mr. Ellis' supervision, and this large addition will be opened some time in September. Mr. Frankenthal shortened his vacation materially on account of Mr. Ellis' illness and "stuck to the ship" practically all summer, taking short daily trips.

C. H. Wendel, of Gimbel's, took his vacation in August down at his bungalow at Matamere, on Long Island, where with bathing and sailing he put in a fine time. He is now commuting daily from that place. Mr. Tischman, of McCreery's, also spent his vacation at that place, and put in much of his time on a motor boat.

When last heard from, up to this writing, Mr. Koerber, decorator for Strawbridge & Clothier, was in Berlin, after having visited Paris, Vienna and other cities, and he will be likely to have his own troubles in getting home, with thousands of other Americans marooned abroad.

The question is often asked, and as often answered, "What will be the effect of the war upon the window decorator?" The practically universal verdict is that the tendency will be to have the average window deliver a greater amount of business than usual, and if there is a way in which the windows can be made more commercial in inducing trade, that way will be found. Thus, while there will doubtless be, during the fall openings this month, the use of whatever accessories of decoration for the interiors and for the windows, that are necessary, the regular trend of the treatment of the windows for the fall season will be the featuring of the merchandise without undue backgrounds or settings, but with the view of speeding the departure of the merchandise from the store as early as possible. Window dressing and advertising for general prestige are very desirable at times, but this is a time when merchants will figure on turning their stocks as quickly as possible, and the windows are looked upon as the chief auxiliary to this end by many. Indeed, most buyers, we believe,, if they were given their choice, would rather have a window than a daily newspaper advertisement for the same length of time.

September will be a busy month for the Greenhut Company and its decorator, F. G. Schmehl, who returned from his vacation in New Jersey the latter part of August. The first week of September the company's Food Show was held, as usual, with special demonstrations and booths put up for it, and the big window corner Sixth avenue and Nineteenth street filled with a strikingly attractive exhibit of food products and announcement of the Food Show. Then on September 14 comes the celebration of the company's Eighteenth Anniversary, which will be marked, of course, as ever, by an ambitious decoration of the interior especially which has always ranked very high among all efforts of the kind, for the light-



Plate No. 9069—Display of Sporting Goods by Tom Allan for Phelps-Dodge Merc. Co., Douglas, Ariz.

This was a twenty-foot display of guns and hunting necessaries. The picture at the back was painted by Mr. Allen on cotton flannel. It was 6x12 feet. In front of the picture was a platform three inches high covered with scissored tissue paper to represent grass. On this platform was set up a small tent with the flap open showing a blanket on the inside. Several mounted game heads were used along the top of the background, which was further decorated with fall flowers and foliage. Two shades were also used. Numerous lithographs furnished by arms and ammunition houses helped out the effect. This display was put in October 1 at the opening of the deer season and left until October 15, the opening of the quail season.

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ing effects and general decorations are noted for their high grade. We have no advance knowledge of what is contemplated, but this anniversary celebration has always been so set and planned that the basis of the decorations blends finely into subsequent events that grow out of the anniversary sale. Probably millinery will be featured the first week of the sale—then no doubt wearing apparel, and so on.

Mr. Rossiter, of Lord & Taylor, has been taking his vacation in week-ends at various points. This is more easily done than ever by employees of a number of houses that are closed during the summer all day Saturday, including Lord & Taylor, B. Altman & Co., Stern Brothers, John Wanamaker & Co., James McCreery & Co., and James A. Hearn & Son, the latter of whom were pioneers in this practice, which they started many years ago.

During August furniture had the center of the stage in the local windows, with oriental and domestic rugs a close second. Conditions have not been as good as usual, of course, for extensive August sales of house furnishings, but a fair record has been made. New Yorkers are getting their "second wind," as it were, in relation to the European war, and the feeling is growing that we shall soon be making large quantities of the merchandise that we formerly imported from abroad, and acceptable substitutes at that. The advertisements of John Wanamaker voice the necessity of an American merchant marine and the practicability of our government buying the German liners that dock at Hoboken, and that are put out of commission by the war. The suggestions of Mr. Wanamaker are favorably commented upon by the daily press. There are numerous industries that are suffering from lack of raw materials. In the textile factories dye-stuffs are urgently needed, and the supply in some of them will last but a very few weeks.

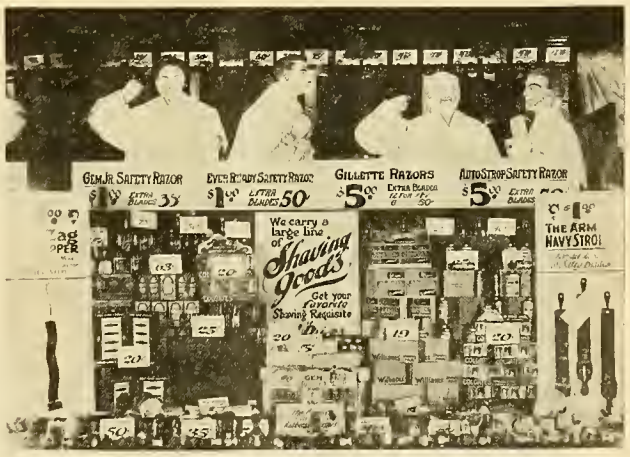


Plate No. 9070—Display of Shaving Requisites by J. A. arlow for the Owl Drug Co., Seattle, Wash.

Here is a window that was put in to sell goods rather than to merely look pretty. A big and varied line of shaving goods was shown and everything had a big price ticket on it. In addition there were large display cards. The four figures were cut out of heavy cardboard and painted in natural colors. Each figure was dressed in a real shirt and had a towel around the neck. They were demonstrating four kinds of safety razors as indicated by the signs placed in front of them. This is far from being an "art" display but it is an excellent advertising window and resulted in many sales.

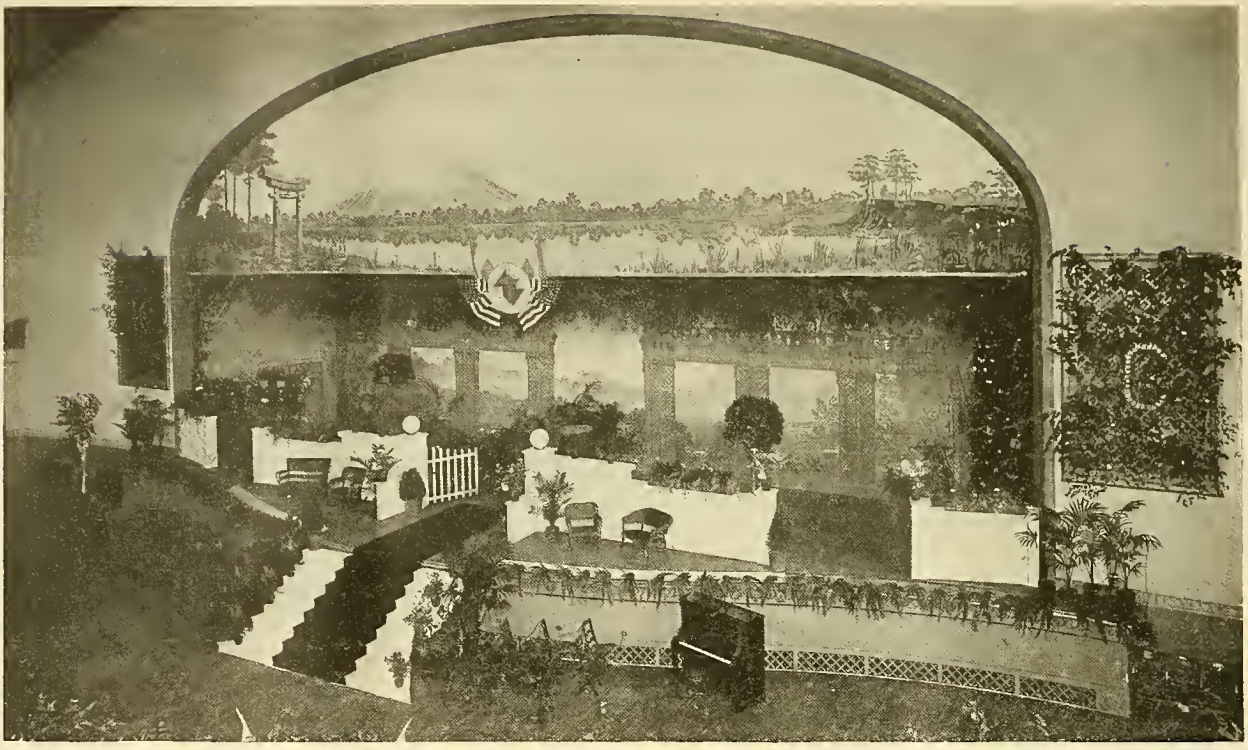


Plate No. 9071—Stage Decoration by J. Kreidler, with N. C. R. Co., Dayton, O.

This setting was designed for the Knights of Columbus by Mr. Kreidler, who is connected with the advertising department of the National Cash Register Co. It was made for a grand ball that was held last month in Memorial Hall. The fence was in stone effect and the balls on the two main posts were illuminated. On the latticed section to the left of the stage was a large letter "K" and on the other side was a similar "C." The former was in red electric lamps and the latter was made of blue lamps. The general decorations used throughout the hall were shields bearing the insignia of the order. There were also special shades for the lamps and a number of English garden lattices covered with beach sprays and roses. In each section of lattice was a canary bird in a small wooden cage. About a dozen of these birds were scattered in the foliage about the stage. The stage was used for serving refreshments and measures 78 feet in width. The steps to the stage were made 13 feet wide with a double strip of green burlap running up the middle. Through the open gate was seen a massive bed of flowers and plants, in the center of which was an automatic fountain, the water of which was adulterated with perfume which spread a pleasing odor over the entire stage. Wicker furniture was used on the stage.

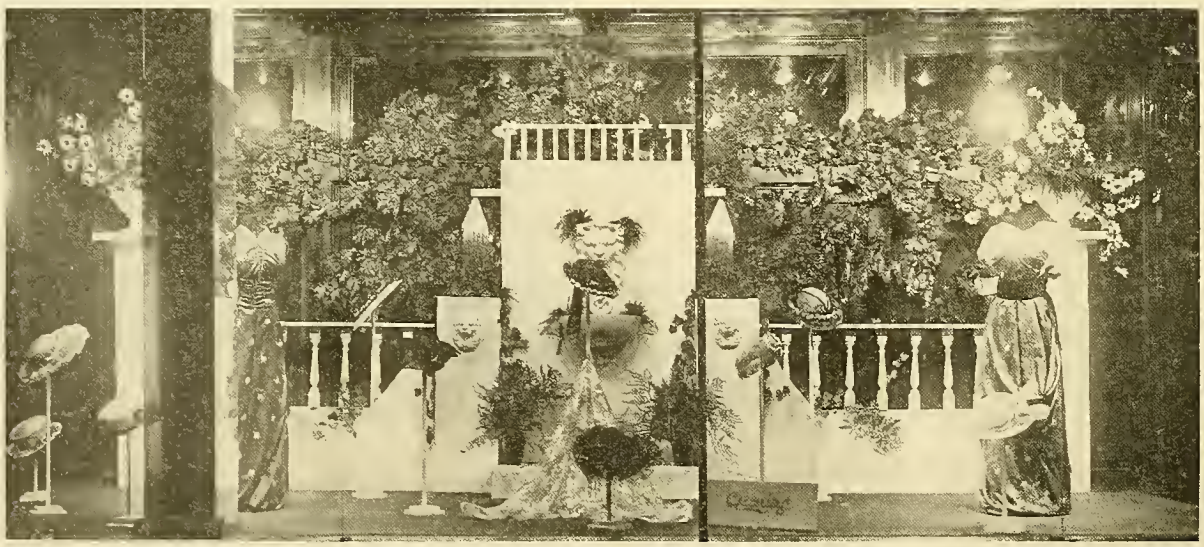


Plate No. 9072—Opening Display by W. K. Best for Turner-Ebinger Co., Marietta, O.

This is a good setting for millinery, ready-to-wear or almost any other kind of merchandise. The background is quite simple, being made of wall board finished in white or any other light tint and decorated with paper mache ornaments. The floral decorations are self-explanatory.

An Opening Window

THE GENERAL IDEA around which a window setting is designed is highly important. Here is a good suggestion by C. L. Childs of Brooklyn, N. Y. About backgrounds in general, and this one in particular, Mr. Childs has the following to say:

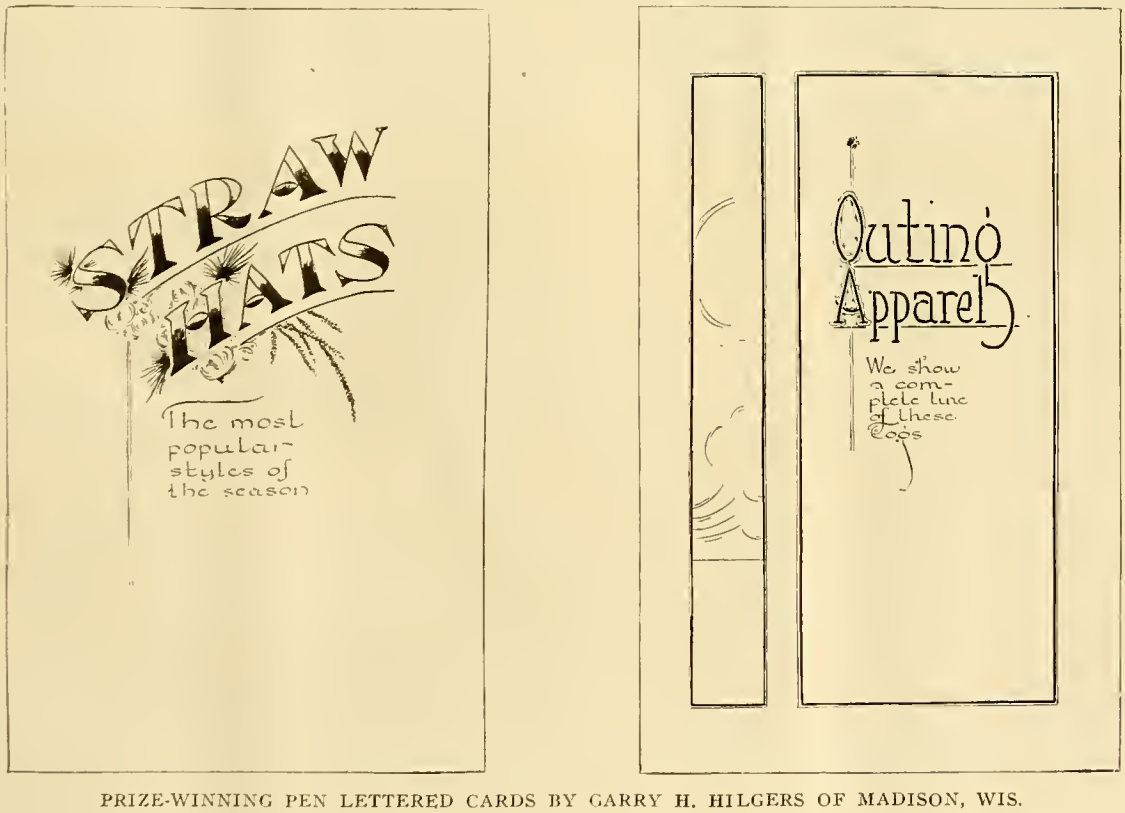
A theater that produced plays staged in the manner employed in Shakespeare's day could not long stay in business at the present time. The plays of Shakespeare were in the old days just as good as they are today, but modern methods have created a demand for more elaborate settings, and in a way the same principle applies to merchandise. Scenery is an important factor in showing goods as it is in staging a play. Merchandise of an ordinary character will look much better when it is shown in an appropriate setting—and the setting should be as good as the merchandise. Yet it should not be so elaborate that people will gaze at it in admiration and never see the goods that must be sold to pay the rent.

Here is shown a setting of simple construction and design that may be modified to suit the individual tastes of different decorators. The lattice work is to be made from thin strips of wood which is preferable to cardboard. It holds its shape and can be used repeatedly. This lattice is painted white and trimmed with red roses. The circular frame is cut from composition board and gilded. The center of the circle is also cut from composition board and covered with brown felt or silk—or it may be painted.



WINDOW DESIGN BY C. L. CHILDS.

The platform can be made of 1x2-inch lumber for the frame which is to be covered with composition board. This may be covered with the same material as the circle, or it may be painted. In either case it should be of a lighter shade. The pedestals are of composition board painted to correspond with the rest, or brass stands may be used for this purpose. If the setting is to be used to show millinery, a hat stand may be used at each side in place of the flower stand. An ornamental hat box placed at the foot of each stand would help out the effect. These suggestions are offered merely as the general idea around which the setting is to be designed. The details can be worked out according to the ideas of the decorator.



PRIZE-WINNING PEN LETTERED CARDS BY GARRY H. HILGERS OF MADISON, WIS.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . Established 1893
"The Show Window" . . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . . Established 1905

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TELEPHONE HARRISON 3067

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29 WEST 39TH STREET, NEW YORK CITY

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

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*** Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*** When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*** Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

September, 1914

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The Wage Problem

ANY FIRM can increase the wages of its employes without subtracting from its profits if it will base the increase on the producing power of the employees. In this proposition, Herbert J. Tily, general manager of the store of Strawbridge & Clothier in Philadelphia, offered a solution of the wage problem. Mr. Tily was speaking at the second annual convention of the National Association of Corporation Schools, which is composed of men who direct the schools connected with some of the nation's greatest corporations. The convention was held recently in Philadelphia. Part of Mr. Tily's remarks are quoted as follows.

"The school in the store with which I am connected is developing its employees in terms of their own earning power. Our ideal is to constantly increase the earning power of the individual. This is no mere philanthropy on our part, for we know that when we raise wages according to the increased producing power of our employees, we need have no concern for the final earning power of the business. By this means we are constantly raising our minimum wage."

In the present development of vocational training in the public schools it is impossible for any organization such as that under consderation to pick any great number of ready-made salespeople. The demand for experienced help is many times in the course of 12 months much greater than the supply. Those who apply to be enrolled as selling members of a store organization might be divided as follows:

Class A—That group of most desirable but least numerous people who, through heredity, home training, natural aptitude and education are qualified to meet, after the minimum of instruction, people of all types, and serve their needs with tact, courtesy and skill.

Class B—In which will be found a greater number of applicants. It includes those who are apt, bright, ambitious, but who, because of the lack of proper education or a favorable home influence, are to some extent unrefined and unfamiliar with the customs and requirements of those whom they serve.

Class C—Composed of those who have had the advantages and training of Class A, but who are without natural aptitude for business. They are very frequently those who have tried other professions and failed, like unsuccessful lawyers, doctors or teachers. They are usually poor prospects as salespeople, although it is hard to convince them of that fact.

In Class D we come to those whose very numerous representation among applicants is a criticism at once of the eugenical, educational and industrial condition of the world today. This class, most numerous of all, includes those who are really unprofitable subjects for training.

We aim to teach our students during the first year to write a suitable hand. During the two years of our course we strive to eliminate common errors of speech and take an elementary course in English grammar. The two most valuable parts of the work in English are the paragraph writing and participation in the debates conducted by the Students' Debating Society. Every student is required to prepare an exercise once a week upon every subject studied; every exercise is examined and returned to the writer with corrections and comments. During the two years' course we teach arithmetic from the four fundamental operations (especially for speed) to the end of percentage. It is astonishing how many people are un-

familiar with simple operations in decimals and fractions, yet the latter is absolutely necessary for people selling goods by the yard. During the second year of the course we study merchandise. For the year just closed the subject was textiles. Linen, woolen, silk and cotton goods were traced from the lands where the raw materials were produced through the various processes of manufacture to the leading markets of the world, and uses to which the finished articles could be put.

S S

After The Fakers

THE FIRST ENFORCEMENT of the act passed by the last Legislature in this state prohibiting the making or dissemination of false or misleading statements concerning any merchandise was undertaken by the Pittsburgh, Pa., department of public safety recently, when detectives were set on the trail of a "fly-by-night" enterprise which had opened in a building on the North Side formerly occupied by a department store. On securing evidence that the advertisements of the bargain sale being carried on were misleading, the police notified the proprietors to close immediately. Detectives found that shoes were being advertised at 10 cents a pair and suits of clothes were offered at $1 and $2 during certain hours. The police declare that all the goods were of an inefrior quality. that the merchandise was not sold at the ridiculous prices marked, but was disposed of to credulous purchasers at prices far in advance of the real value. Legitimate dealers are backing up the prosecution by the police.

S S

W. M. Reed in Pacific Northwest

W. M. REED, traveling representative of the subscription department of the *Merchants Record and Show Window,* has left on an extended trip through the Pacific Northwest. He is now in Colorado, which state he will cover, traveling west. All of the principal cities between Denver and Portland will be visited. Mr. Reed will cover the Pacific Northwest and then return, taking in the leading cities and towns along the Northern Pacific.

W. M. Reed probably knows more window display men than any other one man in the country. For many years he has been traveling for the Merchants Record Company, and during that time has visited nearly every town of importance in the United States.

S S

E. H. LEONARD, the veteran advertising man who has handled the publicity of a number of the large stores of New England, is now with the J. L. Hudson Co. of Detroit. Mr. Leonard is a clever and original ad man who does not hesitate to leave the beaten path of conventionality. During the comparatively short time he has been with the Hudson company he has been turning out some unusually good copy exploiting a number of special sales that have been held by this progressive store. Much of Mr. Leonard's work has appeared in these columns in the past and we hope to publish more in the future.



Plate No. 9073—Neckwear Display by A. W. Merry for Braman Clothing Co., Denver, Colo.

This was a display of English foulard scarfs. The principal feature was the set piece which consisted of a basket of flowers placed upon a pedestal around which a piece of rich green plush was draped, falling in graceful folds to the floor. The scarfs were very carefully knotted in the long, pointed collars.

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Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.
EDWARD P. BURNS, Toronto, Can.
C. E. WILSON, Cedar Rapids, Ia.
R. W. McKNIGHT, Victoria, B. C.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

CO-OPERATION IN DISPLAY

AN ADDRESS ON WINDOW DISPLAY AND ADVERTISING BY A PRACTICAL RETAIL ADMAN WHO UNDERSTANDS BOTH ENDS OF THE GAME—TEAM WORK IS WHAT COUNTS THE MOST

JULIUS SCHNEIDER is one of the most widely known advertising men in the United States. He is now the advertising director of the *Chicago Herald*, but prior to taking that position he had wide experience covering nearly twenty years in many lines. He is especially conversant with department store publicity, having had charge of the advertising of The Fair in Chicago and other big retail establishments. During his long years of experience Mr. Schneider has paid particular attention to show window display. It is his belief, based upon careful observation, that in the average store there is not sufficient close co-operation between the window display and advertising departments to get the best results for both. Mr. Schneider had been asked to address the Chicago convention and had prepared a talk for the occasion. But Mr. Schneider is an extremely busy man, and an unavoidable rearrangement of the program made it impossible for him to deliver the address, which follows:

My experience with the show window is from the outside. It is from the outside that the window's advertising value comes. I am one of *the people* who are influenced in making their purchases by what we visualize through the plate glass. Although I have made my living for twenty years or more by practising advertising through the printed page, I have learned during that time a wholesome respect for other forms of advertising. Among all these other forms of advertising there is none, in my opinion, so potent a producer of direct results—so certain a profit-maker for the intelligent merchant—as the show window.

The potency of the show window is recognized almost unconsciously by all the other great advertising or sales producing mediums, and I sometimes suspect—just dimly and confusedly suspect—that the window trimmers theselves—pardon me, the "decorators" themselves—have a more limited conception of their own powerful place in sales promotion than have others of the advertising fraternity who make more noise and keep their claims more prominently before the public.

Not long ago that great newspaper, which I now have the honor of representing—the *Chicago Herald*—when it wished to emphasize its place in the front rank of advertising mediums, called itself—what—not the world's greatest newspaper; not Chicago's foremost result producer; not the world's market place; not America's greatest trade stimulator; any or all of these it might have claimed for itself without departing radically from the line of just and lawful claims. When it wanted to emphasize the fact that its columns were the cynosure of all eyes, it proudly called itself "Chicago's Show Window."

And right here, in this declaration, you have the fact that unconsciously, without at all realizing the extent to which the declaration gave the show window its place in the front rank of all advertising mediums, the good newspaper of today understands that, to be a success commercially as well as editorially, it must be the city's show window, the nation's show window or the world's show window, in its portrayal of news events and its presentation of advertising.

Let me repeat now what I intimated a few moments ago—the window decorators themselves—you—appear to me to fail in your own understanding of your rightful place in advertising. Advertising writers, illustrators, solicitors, newspaper, magazine, trade paper, novelty, billboard and all other forms of advertising men are affiliated with the Associated Advertising Clubs of the World, are members of the advertising clubs that form this great organization, and are loud and persistent in presenting their claims for recognition. The window decorators alone have modestly remained outside and have never so much as intimated that they thought they have a place in the advertising development of twentieth century commerce. Not only have the window decorators failed to present a claim for place in advertising, but you have failed even to file a protest when your own rightful place has been usurped by others with far less logical a right to consideration. During the number of years in which I governed the advertising of large mercantile establishments there has never been a time or an instance in which the windows



Plate No. 9074—Fall Clothing Display by G. M. Pinkerton for Idaho Merc. Co., Coeur d'Alene, Idaho.



Plate No. 9075—Horse Show Display by W. Murray Cordry for Rosenbaum Bros., Cumberland, Md.

Unfortunately the photograph of this display had to be taken in two sections and pieced together which slightly distorts some of the details in the middle. It was a highly attractive display. The large horseshoe in the middle was cut out of light lumber; covered with muslin and painted white, which gave it a massive, marble-like appearance. A half-circle platform in front of the horseshoe was treated likewise. Around the horse's head in the middle was a smaller horseshoe finished in gilt and studded with miniature frosted lamps. The other horse heads were cut from lumber and painted with oils in natural colors. The hurdle at each end of the window was made of boo bars with coarse straw filling. The riders who were about to jump these hurdles were also cut from thin lumber and painted naturally. Two large bunches of chrysanthemums were the only flowers used. The gowns were all imported models and two of them were shown the first day of the display. The window was carried out in the colors of the horse show.

got their full share of credit for results. The reason for this lies in the absolute divorce of the windows from the advertising, in most of the big stores. In smaller cities and smaller stores or in the smaller stores in the big cities the advertising, windows and signs are all in the hands of a single person. As the establishment grows the windows and the cards are each separated from the advertising and, in my opinion, each loses a certain factor of efficiency by the divorce.

It is my opinion that in not a single one of America's large department stores is there secured *all* the efficiency of the advertising, the windows and the show cards, because each of these lines is manipulated separately, instead of being co-ordinated under a single management.

The advertising proceeds with no attention to the windows. The windows are trimmed and retrimmed with little or no reference to the advertising, whereas each could be made to serve the other and, by a union of effort, be made to produce results far in excess of their independent action.

As an advertising man who recognizes the importance of the show window, I believe that there is a big opportunity for good work in playing up the show windows in retail store advertising. I can see where the newspaper stories can often be made more productive by impelling the public to scan the window displays, and where the window displays can be made more productive by being played up in the newspapers. I can see where team work between the advertiser and the decorator can be made much more valuable than continued independent operation of these two natural allies for sales promotion.

Yet the fact is that in most of the big retail establishments there is more or less antagonism or antipathy between the windows and the ad men—as though each feared the other might be accorded more than his share of credit for building business or stimulating sales.

I am not going to suggest that the decorating department be made a part of or dependent upon the advertising department—far be it from me to declare that the decorator should get his instructions from that concentrated essence of "bull" that heads the advertising department.

Likewise, may my tongue be palsied ere I propose that the advertiser shall get his instructions from that personification of perverted art and color blindness, the window decorator.

But I *do* wish to hint that, if these two fountains of ideas will compose their differences, will shake hands over the chasm of distrust and will work hand in hand as a business stimulating team, the joint team work of the two will far outclass the single work of either.

In the desire to be helpful in the extension of business-building efficiency, I take the liberty of coming before you with an earnest plea, therefore, for closer co-operation between the advertisers and the decorators, and for the effacement of all distinctions between these two component parts of publicity.

Wherever there are advertising clubs I would urge the window decorators to join them and to be actively insistent upon the recognition of the windows as a leading advertising factor.

There is no store decorator so eminent as an artist nor so distinctive as a monopolizer of all knowledge, that he can afford to remain outside of your national organization. The mightier he or his house is, the more is it incumbent upon him to help in building up his craft and his fellow craftsmen. Your efforts may well be unremitting to bring into your organization those at the head of decoration for the world's greatest establishments. And these should be proud to affiliate with so intelligent and so industrious a "cult."

Assuming that you have not yet done so, I take the liberty of suggesting that your organization affiliate itself with the Associated Advertising Clubs of the World, which has become a remarkably efficient organization for the study, analysis and upbuilding of all advertising. The next international convention of this A. A. C. W. will be held in Chicago in 1915, and I would like to see the department of store and window displays represented thereat by men who will show how really important a part you play in the direct selling of merchandise, in the upbuilding of business as well as the intelligent understanding and application of the best standards or canons of art.

Gentlemen, I have made bold to attempt to be practical, to be helpful, in the brief moments it has been my privilege to be with you today. As an advertising man I have learned to respect, admire and enthuse over your branch of the science. May you and your organization grow in power and receive the appreciation due to the eminent service you are rendering in the distribution to all the people of the fruits of modern industry.

DO IT ELECTRICALLY

GREAT ORGANIZATION OF ELECTRICAL MANUFACTURERS GIVE SUBSTANTIAL RECOGNITION TO WINDOW DISPLAY THROUGH ESTABLISHMENT OF NEW DEPARTMENT OF WIDE SCOPE

THE IMPORTANCE OF DISPLAY is becoming more generally recognized every day. Big manufacturers who in former days paid no attention whatever to window display are now conducting extensive window advertising departments and dozens of our greatest national advertisers now spend immense sums of money annually in securing the cooperation of the retail dealer in the matter of show window display. The national distributor has discovered through experience that in proportion to the amount of money spent larger and quicker returns may be had through the show window than from any other medium of publicity.

Judging from present plans, one of the most important national window display campaigns that is likely to be put on in some time is that which has recently been inaugurated by the Society of Electrical Development of New York. This society now represents practically all of the leading manufacturers of electrical supplies and equipment of all kinds. The new window display department of the association is intended to promote through window display electrical appliances of every description. The department will also be conducted upon an educational basis intended to instruct the window dresser, advertising man and merchant in the benefits to be derived through the use of electrical devices.

A. J. Edgell is in charge of the Display Service Bureau of the Society for Electrical Development. Mr. Edgell is well known to our readers through the contributions that have appeared in this journal. He is doing some excellent educational work for the society. This was explained by him to some extent in an address made before the Chicago convention of display men. Mr. Edgell showed and explained a considerable number of electrical devices used in store front publicity. Among these were high candle power lamps, electric signs, lamps for outlining buildings, electric clocks, window lighting systems, miniature window signs, small motors, electric novelties for window use, outlet boxes, color caps, large and small flashers, fans, time switches, electric fountains, electric flowers, show caee lighting, etc. As Mr. Edgell's address was in a large measure descriptive of devices which he was showing at the time, it would be impracticable to repeat all of his remarks. His address in part was as follows:

In the broad sense, store-front publicity means not only the show windows, but every exterior feature that draws attention to the front or even the building itself. Electricity lends itself effectively to store-front publicity. Attractive store fronts and light are the builders of a modern business street. Light will inject new life into a street and will often overcome a bad location, as brightly lighted streets attract the public. Good illumination is the greatest aid to selling, for people are gayer and readier to spend money when lights are bright. Wise merchants take advantage of this fact and band together for the better illumination of the business districts.

By means of ornamental posts, with clusters of bright lights, arches of light over the streets, electric signs, outlining their buildings with lights, and effective illumination of their show windows, merchants turn these business sections into "Great Light Ways." Publicity of this kind pays big dividends in increased business. A good electric sign gives a store front an air of prosperity. People can't escape an electric sign—it forces itself on their vision and burns its message into their minds. The electric sign's efficiency is greatly increased if run on a flasher. The movement arrests the attention, as the eye is naturally attracted by anything in motion.

For lighting large areas, both interior and exterior, a new lamp has been brought out. This is the high-candle-power mazda lamp and operates at an efficiency that is thirty-three per cent higher than ever before obtained in a commercial incandescent lamp for standard lighting circuits. The color of light given by these lamps is superior to that given by any other form of incandescent



Plate No. 9076—Waist Display by J. A. Koerber for Straw bridge & Clothier, Philadelphia.



Plate No. 9077—Clothing Display by A. W. Merry for Powers-Behan Co., Denver, Colo.

This is a display of brown and white checked suits that was put in for "Fashion Week." The two forms brought out the natural lines of the coats and showed the patch pockets and high cut vest. The vest form was dressed with a shirt of orange striped silk with a cravat to correspond. The plush used was of a burnt orange shade, making a strong and pleasing color scheme. Caps of the same material as the suits, with canes and umbrellas, completed the display. A small brown card was used in this window.

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lamp. Because of the intense brilliancy of the filament, it is desirable that the lamps be used with some form of diffusing glassware. They are ideal for use with indirect or semi-indirect lighting fixtures. They may be used with a shade of this kind (demonstrating) to throw the light into the show window. Instead of the tungsten filament burning in a vacuum as in the past, the bulb of these high-candlepower lamps is filled with nitrogen gas, greatly increasing their brilliancy and efficiency without increasing the amount of current consumed. This is a 500-watt lamp (demonstrating), giving about a thousand-candlepower light. These lamps can be had in smaller sizes and in sizes up to 1,000 watts, giving about two thousand candlepower—and that is some light. Imagine the brilliancy that it is possible to get from these lamps: Picture a business section with a row of them on either side of the street!

Another important feature of store-front publicity might be an electric clock. A merchant who includes an electric clock in his store-front publicity is doing the public a good turn and incidentally makes good advertising for himself. These clocks are in pairs; a master clock which is of ordinary size and placed in the store interior, and the secondary clock, which is the one used on the exterior. The secondary clocks range from twelve inches to fifty feet in diameter.

During the day people may not have time to give more than a passing glance; at night they have more time and inclination to observe displays, and therefore it is apparent that the more effective is the night showing the bigger is the result. But no matter how excellent window displays are, if they are not lighted properly they will not attract the attention and sell the goods they show. Brilliant lights from hidden sources will increase the selling power of the best window dispay. The show windows are the eyes of a business and it is important that they should be kept bright and sparkling.

In order to see a window display clearly and easily, without eye-strain, bright lights in the field of vision should be avoided, as the picture of the light source itself will be formed on the retina of the eye and other objects will appear dim in comparison. A point of light attracts the eye and so detracts from the display. Exposed lamps running around the border of the window or installed in ceiling sockets or in chandeliers, dazzle the eye and so blind the prospective purchaser that it is impossible for him to properly see the goods exhibited. A blaze and glare of light may attract attention; but a window so lighted fails as a sales producer. A brilliantly lighted show case is as attractive an object within a store as a well-lighted window is to the outside.

It is advisable to consult a window-lighting expert when lighting systems are to be purchased. There is probably more waste in the illumination of show windows than in any other department of a store, as merchants who may display great business intelligence in other matters sometimes disregard the laws pertaining to this important matter and select systems of lighting entirely unfitted for their particular types of windows. Window illumination is a different proposition from other kinds of lighting, and all illuminating engineers are not competent to advise correctly in this matter.

For showcase lighting, special reflectors are manufactured (demonstrating), and a special lamp is made in this shape (demonstrating) for use instead of the ordinary lamp which would be too bulky. The filament in a lamp of this kind is a straight tungsten wire that gives a line of light. With lamps of this kind a case may be lighted without alternate dark and light patches, the line of light giving a uniform illumination. A lamp of this kind is also used with a trough reflector (demonstrating) for show-window lighting, and the same claims are made for it as in the lighting of cases—that the line of light gives a uniform illumination. In a reflector of this sort a tungsten lamp of the ordinary shape might be used. It is not necessary to say that the ordinary carbon filament lamp should not be used; it is too well known that a mazda lamp gives three times the light at the same current consumption. This is a 50-watt carbon filament lamp (demonstrating) and consumes 10 watts more current than the 40-watt lamp (demonstrating). It is readily seen how much better light the tungsten lamp gives.

Individual reflectors are favored by many and there are many different shapes to be had, ranging from that

shaped like a poke-bonnet through the scoop, visor, helmet, and numerous other shapes (demonstrating), each having the power of effectively illuminating certain types of windows, the reflecting surfaces ranging from mirrors with quicksilver backs to pure silver-plated mirrors—one of the most powerful reflecting surfaces known.

There is a type of lighting for every window; whether trough reflector, helmet reflector, etc., depends on the window to be lighted. The ideal window illumination is that in which the light units are concealed and the light itself is thrown from the top and front so that no annoying shadows are made. The effect of this kind of lighting is that of a well-lighted stage; all objects in the display show clearly and there is no eye strain.

A time switch for controlling the window lights is an excellent investment and soon pays for itself in that it can be regulated to turn the lights on at dusk and off after the theatre crowds have passed, and so prevent waste of light (demonstrating). It has been wisely said that a time switch for controlling the lights is as far ahead of a clerk or watchman as a tungsten lamp is in advance of a tallow candle. A time switch saves the annoyance of going back to the store once or twice every evening to turn the lights on or off.

To get an electric connection for any of the many devices that may be used, every show window should have an outlet box, eliminating the necessity of running unsightly cords from lamp sockets. These outlet boxes (demonstrating) should be at the rear of the window. Two of these outlets are sufficient for the ordinary window, for with two, and devices of this kind, as many connections may be had as desired. This is a cluster plug and has four sockets (demonstrating). With two of these plugs of course eight connections could be had.

In order for a show window to be a sales producer, it must carry a message. One very efficient manner is by means of show cards; but when it is desired to make the message especially strong, electric miniature signs should be used. Letters for these signs are interchangeable and require no special wiring. These letters (demonstrating) have glass slides on either side and each side may be made to carry a different message, as sometimes might be desired in the store interior. The type of letters reading "Do It Electrically" (demonstrating) is probably familiar to all of you because of its extensive use in show windows and interiors; in the show windows for announcing special sales, trade-mark names, and so on; and in the store interior for calling attention to departments, stairways, elevators, or any of the many other uses to which they might be put. Many novel signs may be operated and many stunts may be pulled off with the aid of electricity, and in this way a "punch" can often be put into a display.

Small motors ranging from one-thirtieth horsepower may be used to operate window devices. Several manufacturers make a specialty of such motors. Small flashers may be used to illuminate a sign after the window lights are out, or to wink a sign over a department.

It is no longer necessary to dip lamps in dyes to get colored effects since color caps are to be had; they are made to fit all standard sized lamps give a uniform color and can be had in practically any color. The advantages of these colored caps will be readily apparent to any one who has used the messy dyes for coloring purposes.

Frequently the yard-goods department have only artificial light; and electricity as usual, comes to the aid of a customer who wishes to match colors with a device of this kind (demonstrating). This color-matching device filters the light so that it has the color of daylight and permits the matching even of delicate shades. A device of this kind in the show window, and a card telling the public that they may match colors in the yard-goods department day or night, will undoubtedly help this department materially.

The simplest method of removing frost from show windows is by means of an electric fan, while in the summer a fan, in operation near the entrance to a show window, will not only circulate the air, but will prevent flies from entering.

An electric vacuum cleaner should be used in windows with carpeted floors, for instead of dust and lint rising to be breathed in by the trimmer, as is the case when a broom is used, all dust and lint are removed and the air is left clear.

An electric flatiron may be used for pressing ribbons or other material belonging to the display department, that become mussed in the show window.

An electric flasher is of service not only for signs, but can be used for changing light effects in the show window and store interior.

An electric fountain in the show window or store interior makes a beautiful centerpiece when banked with plants. This electric fountain has a self-contained motor and pump, using the water over and over and requiring no outside water connections. It can be attached to the ordinary lighting circuit and when once filled will run for hours without attention. Central stations usually have devices of this kind to rent at a reasonable price if it is not advisable to purchase one. Other decorative features, such as these electric flowers, can also be had from central stations.

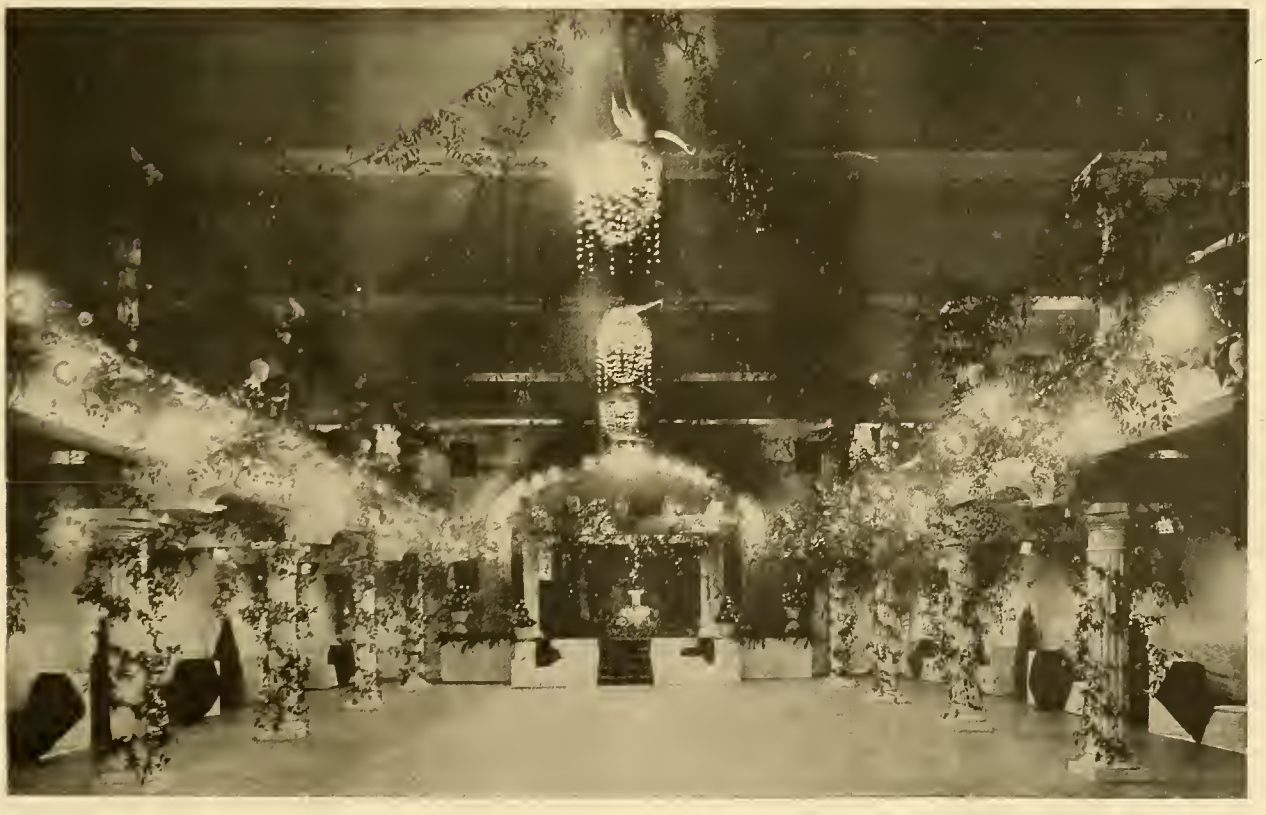
Miniature lamps can frequently be used to advantage in the show window as a decorative feature (demonstrating), as their brilliancy is not great enough to dazzle the eye and detract from the balance of the display. During the fall and winter months such decorative features are especially effective. Miniature lamps, when used in interior displays, twined through artificial foliage, enhance the appearance of the decorations. These are but a few of the many electric devices that may be used in the show window; and in closing let me give you a tip: When you wish to do a thing *effectively*—"DO IT ELECTRICALLY."



Plate No. 9078—Sale Display by J. A. Koerber for Strawbridge & Clothier, Philadelphia.



THREE FULL FORM DRAPES BY JEROME A. KOERBER FOR STRAWBRIDGE & CLOTHIER, PHILADELPHIA.



A HANDSOME HALL DECORATION BY W. E. BEARDSLEY, WITH THE ARBAUGH CO., NILES, MICH.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO . . APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF.

Girls' Autumn Serge Dresses Remarkable for $6—Sturdy blue serges, in numbers of fetching styles—some with kilted skirts, others with tunic skirts and a combination of plaids or Roman striped woolens; others with little vests of white, or the new guimpe effects; some long waisted in the new style. They are uncommonly attractive, as new as can be, and so exceptional for $6 that mothers of school girls will want several. Chiefly 8, 10 and 12-year sizes—and $6 only because their maker wanted money at once.

Striking New Fall Suits for Women Just Arrived—Advance models for autumn from Paris have been out long enough to make some beautiful reproductions and adaptations. One of the prettiest of these reproductions has just arrived. These suits are of fine quality serge with coat in the new Redingote style with velvet collar; skirt is in yoke effect with inverted box-pleat front and V-back, giving straight tailored lines, also the much desired freedom of step. Particularly adapted for immediate wear.

Autumn's New Skirts—Skirts of serges, poplins and tussahs, in solid colors; dark-tone checks and plaids. Tunics, in many variations are prominent—plain, or plaited from yoke or waist-line; deep girdles are also in evidence. In the collection are a number of plain-gored skirts, with insets of plaits to give greater width. Prices of these early arrivals, $3.75 to $16.50.

Silk Waists Sure to Captivate Women—Waists of pussy willow taffeta, for which we predict a vogue in the autumn. Here in black, navy blue, brown and Russian green. One smart model is made in vest effect to be worn over the skirt, and has as trimming Roman-stripe bengaline, outlined with white silk cord. Prices of pussy willow taffeta waists, $5 to $6.75.

None Too Early for Young Women to Choose Cloth Suits—Particularly those who are passing through Philadelphia on their way home from summer jaunts and know that they cannot find anything anywhere else just the suits that will prove most satisfactory when they begin to wear them. These are two-piece suits of serge, broadcloth, gabardine, poplin and others of the materials that fashion will bring into prominence this fall, and they speak of future styles in every line and every bit of trimming. There are novelty weaves among them, and some new colors, and the note of plaiting in skirts is sounded often.

New Autumn Waists, Semi-Tailored Styles—A dozen or more new models just in, for women who prefer the happy medium between tailored severity and lingerie fluffiness. They are made of fine white lawn, batiste and voile, are beautifully tucked and trimmed with fine laces and imported embroideries. All are cut low in front and have long sleeves and pretty collars—$1.50 to $2.25.

The New Season's Apparel for Misses—Suits of fine serges, diagonal, broadcloth and striped novelty suitings, in the new blue, Russian green, putty, tete de negre and other browns. The coats are easy fitting, in Redingote and polonaise styles, with Eton front and long coat-tail back; the trimmings are velvet and braid, $15 to $45. Coats made with deep shoulder capes, many very full in back, flaring from shoulder or yoke. Of diagonal cheviot, zibeline, Scotch tweeds, plaids and striped weaves, $10 to $25.

New Coats for Women—Scores of autumn models ready for women who pass through this city on their way home from vacation resorts, and who want to select from authentic styles, as well as have the longest possible service from their autumn coats. The materials are fancy mixed cloths, serge, cheviot, zibeline, boucle and broadcloth, and the linings, when any are used, are rich and lustrous. Lengths range from nearly knee-length to three-quarter; styles from the plainer effects to the skirt rippling at the back, and many variations of the cape, either in the sleeve or in the coat—$10 to $37.50.

Some New Style Dresses in the Young Women's Clearaway—Here are racks of dresses for young girls, the prettiest of light colored materials, at wonderfully generous price reductions—yet every style is good, and many of the frocks are especially attractive by reason of their late ideas in design and trimming. Practically every colored dress in our stock is lowered to a quick clearaway price—for girls of 14, 16 and 18-year sizes. $3, $4 and $5.

Our Famous Waists at $1.00—Famous for the great variety at this price as well as for the excellence of the quality and style. Included at this price are waists of white cotton crepe in fancy weaves, cotton voile, sheer lawn, plain or in dotted effects, also madras, linene and black lawn. Made in low-collar styles with full-length and three-quarter-length sleeves; some are tailored, others are trimmed.

Simplicity of Style Is the Main Attraction in Women's New Serge Suits at $15.50—The new serge suits for autumn are charming in their simple lines—the kind of suit that many women will need. They are of navy and black serge that are well made. The coat is cut on the new longer lines. The skirt gives plenty of freedom at foot—by way of inset panel; pleats at sides. Ideal for the many between-season cool days—coat and skirt can be worn separately. Price $15.50.

New Coats Arrive—Fully half the requests made in our women's coat section are for tweeds—the straight, comfortable fall coats that offer real protection from the early Autumn chill. Two kinds are in—one at $10; one at $25; the latter being in brown as well as gray. A few navy and black utility coats of eponge and serge are now $10. They have been twice as much.

First of the Fine Fall Suits for Young Women—Broadcloth in satiny, beautiful shades predominates among the smooth materials used—but there are plenty of rough kinds, too. Tete de negre, chocolate brown, Russian green and French, navy and corbeau blue are some of the pretty colors. Tiered skirts in several new forms, coats short and long, the use of braid in trim, tailored style here and there—all these points give a very distinguished and attractive air to the group. All the materials are imported—which just now makes them important. No two suits are alike. Prices are $20 to $55.

Nearly All the White Frocks for Young Women Are $5, $6.50 *and* $10—That takes in most of those fluffy frocks—sheer voiles, fine lawns and net dresses which have been much higher in price. In most instances the dresses are quite fresh, though some, of course, are not so immaculate as they once were. They are such little affairs as you will like for afternoon wear, for informal evening use next winter, not to mention the many good uses to which you can put them this summer. 14, 16 and 18-year sizes in the lot—if you can find something to fit you will get something very well worth while.

Autumn Skirts—Of many kinds of cloths and silks and in many combinations of materials, priced from $5 to $20. Some with tunics, some in kilted styles and some as straight and simple as possible.

Women's Tailored Suits for Autumn—An excellent collection of suits at prices ranging from $15 to $52.50—excellent in the number of styles presented and in the materials and colors included. They are made of sturdy serges, cheviots and other weaves, in brown, navy blue, green, raisin and black. Plain-tailored models, or trimmed with velvet buttons or braids. Many have a smart new velvet collar.

Women's Autumn Suits Claim Attention—And the eye travels down a long line from the waist-deep front to the three-quarter-length back—new, different, distinctive Many are more uniform in length, and some hold to cape-effects; but in skirts these suits keep unanimously to the tunic in some form, or a simulation thereof. Here they are! Deep-toned, soft and rich, with collars that stay close to the throat in the back, and with elaborate trimmings that utilize cords and tassels, velvets, braids and buttons. Prices $22.50 to $75.

New Coats Are Ready—Serges, broadcloths, cheviots, zibelines, mixed cloths, cloakings, chinchillas and novelty weaves! With capes and in cape effects, with cape sleeves and cape collars, or skirts that ripple on cape lines. And many on straight lines plain and loose. Prices $10 to $35.

Women's New Dresses Closely Copy Paris—And revel in metallic embroideries, net tunics and velvet bodices, sashed basques, long net sleeves and lovely combinations of tints and textures. Laces and more laces are noticed, and the corsage flower has wandered from the belt to the left shoulder with charming effect. Prices range from $37.50 for a smart serge dress to $100 for one of net and silk and tinsled embroidery.

Misses' Autumn Suits Share the Redingote—The Redingote and the Polonaise are seen on every hand, and the cape styles that women affect are equally charming in these. Young girls will like the low-belt models, and those who favor the more dashing styles will be delighted with the Eton front jackets with the Redingote back—all new and girlish. Sizes 14, 16 and 18 years. Prices, $15 to $45.

Basques for Autumn—Welcome the Basque! The quaint, straight-buttoned, sashed silk basques! Here in many styles, from $7.50 to $13.50. And right in line with this quaint style come waists of flowered chiffon in pretty color effects; waists in deep-toned stripes, and some of the loveliest lace waists with jumper of Roman striped silk, $5.50 to $6.75.

The New Fall and Winter Coatings Come—We don't know why precisely, but people are asking for coatings much earlier than usual this year. These are very soft and thick and when they are not in bright colors they have touches of it. Some are double faced with brilliant plaids inside and a dark tone, a dark plaid or a two-toned effect outside. Some are novelties in which colors are brokenly mingled, with little nubs of the brighter shades. Some show indistinct stripes or boucle effects or black-and-white checks. Widths are 54 inches; prices $3.50 to $4.

Babies' Dresses for Everyday Wear—The kind that sensible mothers like to have a good supply of, because the more delicate and expensive kinds are hardly practical to send to the washtub every day, and the little creeping bodies are just as comfy in simple, durable dresses that don't cost much. Here is a new group for 50c and $1 each, in sizes from six months to two years, made of good, strong material that will last a long time, and yet made in such pretty and babyish styles that any youngster in them would be quite presentable to company—if his hands are washed first!

The New Waists Are Basques—And very pretty and piquant they are worn outside the skirt. One style of striped crepe de chine has a little girdle in the back, odd Florentine buttons and white slik organdie collar and cuffs. The other is mainly chiffon, gathered into a very wide striped girdle, and finished with striped cape collar. The first costs $10.50 and the second $12, and each comes in navy or black crepe de chine striped with white. Every day now we are getting in more and more new styles.

The Rivalry of the Large Sailor and the Close-Fitting Styles—All faces don't have to have the same style of millinery in the new hats for fall. There are the large sailor shapes in various becoming effects for those who look better in them than in the petite close-fitting toque, turban and tricorne. Special word today is of new fall millinery in satin and velvet. Every new fashion is showing the new flower and feather novelties; and the touches of gold and silver so much in favor. The all-white hat suitable for brides, bride's-maids and occasion wear, are new and smart.

Autumn Millinery—Autumn millinery, recognizing the supremacy of black velvet and the favor accorded satin, is ready. Much that is all-black and much that is black-and-white—all in one fashionable assemblage. Some close, some in the large sailor styles and some with a wonderfully graceful line, rolling from right to left. Prices $5 to $18.

New Lingerie Waists—What woman does not find herself in need of one more white waist to get through the summer with? Here are kinds to fill that need, because although they are low in price their styles are good and materials and trimmings are serviceable. All are made collarless and with long sleeves, of voile or batiste, and in many cases the backs are trimmed—$1.65 to $3.85.

Black China Silk Waists—New and distinctive tailored models in demand for traveling and general utility wear; designed on charmingly simple lines, with tucks and hemstitching as their only embellishment; long sleeves and high collars—$3 and $3.75. Black crepe de chine or messaline waists, in tailored or semi-tailored styles; hemstitched, tucked or hand-embroidered; some in the smart new plaited effects; all with high-back collars, terminating in low-cut front; long sleeves—$3 to $5.75.

New Fall Millinery—They are copies of model hats from some big Paris ateliers, and they are so very different from present shapes that we know women will be interested in hearing of them. Most are broad-brimmed or else the very small toque—and the brim is apt to flare at an eccentric angle. And though black-and-white seems still a favorite combination black and colors are creeping into notice. Silver braid, too, is competing with feathers and flowers as trimming—very rich and military looking, this combination. Altogether it's a very interesting collection.

Here Are the New Black Velvet Hats from $5 *to* $10—We are showing many of the smart new black velvet hats, in a variety of shapes, from the close-fitting hats and turbans to the large sailors. All that's newest in trimming effects, as well as in shapes. In addition to the highly favored black hats are some in black-and-white, and many have a touch of gold or silver or a rose. Prices $5 to $10.

New in Millinery—The Velvet Tricorne—A smart little affair of black velvet in the piquant tricorne shape. There are two sizes, one small and another a bit larger, and the hats are trimmed with the very fashionable tinsel and silver roses and cords. Other new velvet hats, which like the tricorne, were made in our own workrooms, but follow the inspiration of Paris, are shown with them.

Women's $3 *to* $5 *Wash Skirts at* $1.50—Made of coarse-weave linen, in gray and tan; a few of striped and checked eponge; all in the season's most attractive styles; some with long or short tunics, others plain-gored and button-trimmed. Not all sizes in each style, but a good range of sizes in the lot, but more of the medium sizes.

These are Present Prices on Veilings—It is possible we may get more to sell as low, but not very likely. War risks are almost certain to make later shipments expensive. All these are fashionable, imported veilings, very dainty and distinctive.

A Muslin Underwear Opportunity—A large purchase of nightgowns, combinations, corset-covers and chemises, in very attractive designs and absolutely fresh and new, to sell at about half their regular prices because they represent manufacturers' samples and overlots and include in most cases only one or two of a kind. Prices range from 50c to $1.50.

Undermuslins: 2,000 Pieces to be Turned Out at Disposal Prices—Some are samples in uncommonly good condition and the rest are small lots—brand new. Nightgowns and combinations predominate, but there are corset covers, petticoats and chemises besides, and prices throughout are half of what these qualities usually bring.

Linen Has Practically no Standard Wholesale Value in American Marts Today—Of necessity, the question in wholesale places is not what are the goods worth, but what can be got for them and how badly does the buyer want them. In spite of this condition, the inevitable result of the war, our entire stock of linens, including extensive shipments that have been secured well ahead of the European crisis, are all at unrisen prices and many special lots are marked much below their value in times of peace.

Charming New Fall Waists—One combines flesh-colored chiffon with shadow lace in simple and graceful fashion—either black or white shadow lace may be chosen. Another is of white satin and shadow lace, the satin forming front and back plastrons. Same model in black combines black satin and black embroidered net. They are very dainty and any of them may be had for $5.50.

Imported Gobordine for Fall Dresses and Suits—One of the most wanted materials for Autumn suits and dresses and there is a strong enough probability of its being scarce to make every purchase of this sort doubly welcome. The present lot comes in two shades of navy, in king's blue, myrtle green and black, and is 54 inches wide. Price, $2.50 a yard.

If You Are Making Over Frocks, Here Are Lace Remnants—Conveniently sized lengths for making new sleeves, yokes or adding fresh trimmings, in all kinds of laces that could be wanted, in addition to black and white all-overs, chiffons and nets. Prices very small, of course.

Hand-Embroidered Coat Collars—Refugees from France—Landed only a day or two ago and perhaps the last of their kind for some time. Really exquisite pieces, samples and few duplicates. They are made of handkerchief linen or voile, white or ecru, and elaborately hand embroidered. A number are in quite new shapes and some are trimmed with real laces. Prices go from $1.25 to $10, the latter a beautiful one of Italian cutwork. A few sets among them, $2 to $12.50. Also some hand-embroidered organdie rolling collars, 50c, 75c and $1.

Initials on Collars

A NEW STUNT has been devised by B. H. Logan, window dresser and show card writer for the Holmes Company, clothiers in Wichita, Kans. Mr. Logan is an expert letterer, and he conceived the idea of marking an initial on one side of the turnover collars for men. The little



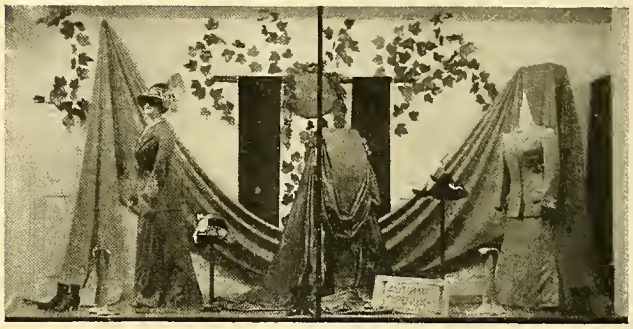
picture shows how the letter is placed. A small charge is made for putting on the letter, depending upon the style of alphabet used. Most of this work is done in Old English with a ball point pen and indelible ink. Of course this is only a passing fad but it helps in its way to advertise the store. Since starting this work, Mr. Logan has been called upon to mark many collars. He has also made a considerable number of emblems and fraternity symbols.

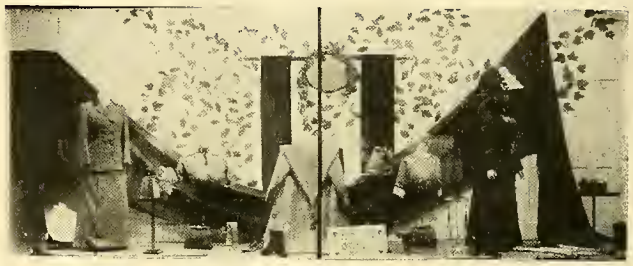


Plate No. 9080—Display of E. H. C. Akemann for Ackemann Bros., Elgin, Ill.

In the middle of the background was placed a caryatide of classic design which supported a pergola trimmed with ivy and pink rambler roses. At either side was a plain bench. The merchandise was arranged simply.







Plates Nos. 9081-2-3—Three Fall Windows Showing Wall Drapes.

Here are three attractive autumn displays that were put in at small expense. At the back of each was a long wall drape made of fall dress goods. Autumn leaves were used.

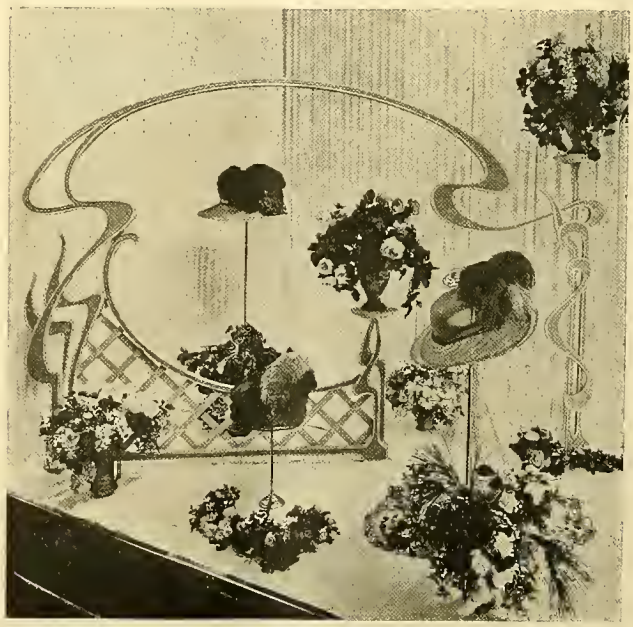


Plate No. 9084—A Scroll Work Design by W. H. Richardson, Melbourne, Australia.

The Profession of Window Trimmer Grows More and More Important

Each year there is more to learn and the average person must now make a close study of this work in order to be a real success and earn the generous salaries that are paid for professional work.

The Koester School offers you the opportunity to qualify for the best positions

Also Study Card Writing

We now have ready our perfected instruction plates that are the result of ten years' experience in teaching card writing.

As soon as these plates were perfected we knew it would be possible to teach card writing by correspondence and therefore added this to our course.

One of our students writes in that his work has improved 80% and he was a good card writer at that.

These new instruction plates are the result of much work and expenditure of time and money, but the result is the most important, helpful influence added to this work in many years.

The few dollars you spend for this instruction will bring you big returns in increased efficiency.

We also have a new catalogue of card writing supplies that is most complete.

If you cannot come to the school you can study Salesmanship, Store Accounting, Advertising and Card Writing at home by means of our Extension Mail Courses.

We would like to send you our catalogues

The Koester School

215 S. Market Street

Chicago



HUGO JANSEN
of Cologne, Germany

German Window Trimmer studies at KOESTER SCHOOL

Accepts position in State Street store, Chicago



Says —

"Koester School is famous all over the world."

Mr. Hugo Jansen started his window trimming work in the smaller towns of Germany and soon was able to accept a position in Bremen and then in Hamburg. The wanderlust seized him and he worked in the principal cities of England, France, Belgium, Holland and in South Africa.

He had heard so much about the Koester School that he finally decided to come to this country and complete his education in Window Trimming.

His work since graduating from the school has been wonderfully successful.

THE KOESTER SCHOOL:— **HE SAYS:**

My extensive travels over most of the civilized globe makes me feel that I can say that your school is not only the best in the world but would really surprise trimmers and merchants in Europe on account of its size, completeness and the scope of its work.

I cannot praise your methods too highly and feel that no matter how much experience a trimmer may have, he can afford to really round out his education by attending your school.

Accept my sincerest thanks, HUGO JANSEN.



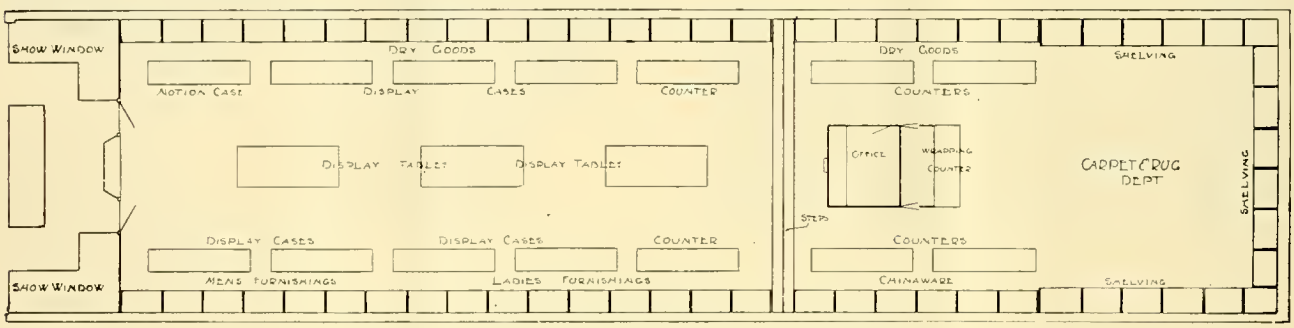
Patriotic window trimmed by Mr. Hugo Jansen for Stuart-Bernstein Co., Jacksonville, Florida

STORE PLANS

A New Department of Store Planning Has Been Arranged for and Will Be Placed at the Disposal of Readers of Merchants Record and Show Window—Without Charge

SEVERAL months ago we inaugurated a Service Department with the purpose of furnishing free to our readers the service of expert store architects and fixture designers. Since that time we have been called upon to draw up a number of plans. In this issue we illustrate a plan made for J. Thurin Sons of Louisville, O. This design is for a new store that is built to accommodate a stock of about $20,000 covering the lines indicated in the drawing.

We will be glad to make for any of our other readers similar plans such as may suit their requirements. All we ask is that we be furnished with sufficient information upon which to work. Furnish us with a rough sketch showing the size and general shape of the store with any other information as to pillars, projections, etc. Also tell us the amount of stock to be carried and the lines. The more information you give us, the better able we will be to furnish you with a satisfactory plan. These plans do not obligate you in any way. You are free to buy your equipment wherever you can get it the best. Send us the particulars about **your** store and let us have up to the minute plans drawn up for you.



THIS IS THE PLAN WE FURNISHED J. THURIN SONS.



A NIGHT VIEW OF WALKER'S STORE IN DENVER—NOTE THE BRILLIANT WINDOWS.

AIR BRUSHES
OF ALL THE BEST MODELS

Thayer & Chandler, Model A	$19.80
" " " " B	24.30
" " " " E	10.80
Wold, Model A1	19.80
" Master	22.50
" Model J	9.00
Paasche, Model E2	18.90
" " D2	23.40
" " F2	11.25

Twelve uncut stencils and twelve studies of simple effects of same for the beginner are sent gratis with each brush if 35c is added to purchase price to pay express charges. Complete catalog of each or all makes of air brushes on request. The first model listed in each make is my favorite for card work. The second listed is my favored one in the next largest size and the third the best in the cheapest model of each make.

Genuine Liquid Carbonic Co. of Chicago Gas Regulator

This is the best regulator on the market. Exceedingly strong—in fact as strong as the $5,000,000 corporation that builds it. $10.00 not prepaid.

Hess' Unequaled Lithographed Holly Cards

These cards are known all over the United States and Canada as the handsomest cards on the continent. Send for free sample showing my three color and gold effect. Let's talk exclusive contracts now—today. Send me your estimate of the different sizes you will need and I will quote prices. I have a few thousand die cut holly ornaments—they are scarce on account of the war.

Hess' Portfolio of Pen Alphabets and Initial Panels

The best value on the market. 22 pages, 11 x 14 inches in size—29 pen alphabets in full working sizes and over 100 panels. Featuring all kinds of pen lettering and Hess' inimitable music pen work. $1.00 post paid.

Hess' Marginal Ruling Gauge for Cardwriters

The greatest time-saver made. Designed and made by myself. Lasts forever. Four sizes, quarter, half, three-quarter and inch. Set of four with twelve ink retainers for pens, $1.00 post paid. One only, any size you prefer, 30c.

Hess' New Jumbo Showcard Pen

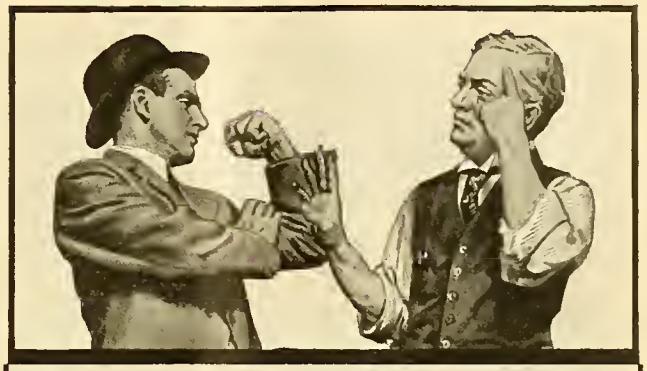
I had 100 gross made to my order in Germany—I got two gross and 98 are coming after the war is over. Better get one for 35c including alphabets, but send only 25c if you have my Portfolio.

I have some bargains in copper ferrule red sables in a few sizes—25% off to close. Send for list. Until the war is over I offer Bissell and Devoe brushes at market prices.

I want the present address of every cardwriter, window trimmer and student of lettering who reads this "ad."

G. WALLACE HESS

1405 Olive Ave., Edgewater Station Chicago



Never Mind How Strong You Are—

What d'ye Know?

—That's the point—"What d'ye KNOW?" Today it's a battle of wits—and *brains win.* Muscle and brawn don't count so much as they used to.

The great question nowadays is "What d'ye KNOW?"—it draws the line between defeat and victory—between "wages" and "salary," between *you* and the *Boss.*

What do *you* know? Could *you* make good as an Ad Writer, Window Trimmer, Department or Office Manager? If not, why don't you mark and mail the attached coupon and permit the International Correspondence Schools to show you how you *CAN* "make good" on a big job?

For more than 21 years the I.C.S. have been training men for better work and bigger pay. They can do the same for *YOU.*

No matter where you live, how old you are, what hours you work, or how limited your education—if you can read and write and are ambitious to learn—the I.C.S. can train you for a more important and better-paying position.

Mark and mail the attached coupon—it won't obligate you in the least—and the I.C.S. will show you how you can acquire this salary-raising ability right in your *own home*, during your *spare time*, by their simple and easy methods.

It will cost you *nothing* to investigate—it *may* cost a lifetime of remorse if you don't.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession, before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____



Plate No. 9085—Dress Goods Display by W. H. Richardson, Melbourne, Australia.

The centerpiece of this display was a Japanese "Torii," or sign of a shrine. Its connection with the display was shown in the show card. Wistaria vines and lanterns, together with a few pieces of Jap ware lent a pleasing finish. This window proved a decided success from a merchandizing point of view.

A Telephone Sale

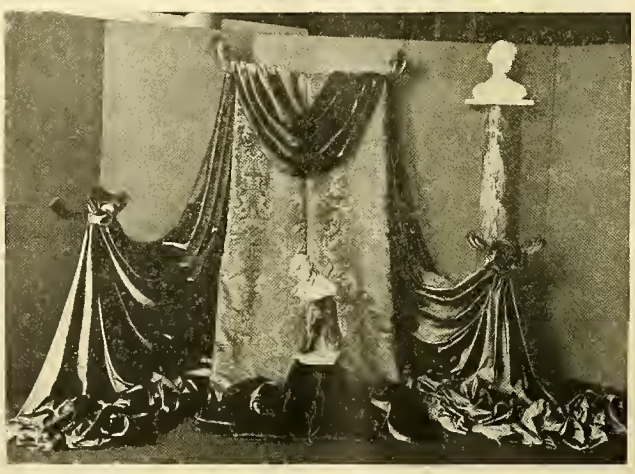
LORD & GAGE of Reading, Pa., recently installed in their store a comprehensive telephone system and the occasion was inaugurated with a "Telephone Sale" that attracted wide notice on account of a number of unusual features that were introduced. The store has installed a large switchboard and a night service will be conducted. Persons reading advertisements in the evening newspapers can call up between 7 and 10 p. m. and order any of the advertised goods which will be sent out on the first delivery the following morning.

To celebrate this innovation the sale was held. In one of the big show windows a telephone switchboard and order desk were installed with an operator to receive and transmit messages. Around the edge of this window were arranged rows of telephones having electric bulbs in their transmitters. The lamps were alternately lighted and extinguished at short intervals to indicate that the lines to the store were being kept busy. Throughout the store in all of the many departments were placed hundreds of telephones and suitable cards and banners called attention to the fact that thereafter this store would make a specialty of handling telephone orders and that each such order received would receive the most careful attention from an expert shopper. Chimes of telephone gongs were sounded at intervals throughout the time of the sale.

A Co-operative Baby Show

A NUMBER OF STORES in Cairo, Ill., got together and held a co-operative baby show in the Rhodes-Burford Furniture Co. store. Ten prizes having a total value of $50 were offered and there were many other minor prizes. Considering the fact that every mother is quite certain that her own baby is the prettiest, no beauty prize was offered, and all of the prizes were awarded in a manner about which there could be no possible dispute.

It was required that none of the entrants should be more than 18 months old on the day of the judging and the awards were made upon the following basis. The heaviest baby within the age limit was given the best go-cart in the store. The winner of the weight prize was also given a savings bank account by a local bank. The lightest baby was given a bottle of toilet water. The three babies nearest the average weight of all the babies entered were given gold rings. The baby coming the greatest distance was given a high chair. Every pair of twins entered was given a pair of shoes. The youngest baby had its photograph taken free. The baby with the most teeth for its age was given a dress by a dry goods store. A large number of other prizes were also given.



AN UPHOLSTERY GROUP BY J. A. KOERBER.



KEMPF CUTS GET ATTENTION!

EXCLUSIVE ADV. SERVICE
For Clothiers and Furnishers

Write for Prices

KEMPF VAN DRESSER CO.
32 West 28th Street - - NEW YORK



Mr. J. A. McNabb Re-elected President C. D. M. A.

Send for further information on any of these subjects:

- ☐ Advertising Instruction.
- ☐ Window Trimming and Display.
- ☐ Salesmanship Classes.
- ☐ Show Card Writing.
- ☐ Window and Card Stencils.
- ☐ Subject Card Ornaments.

A Letter from the President

Mr. J. A. McNabb, an Economist Training School graduate, also display and advertising manager for Richard Hall and Sons, Peterboro, Ont., **wins re-election as President of Canadian Display Men's Association,** Toronto convention, 1914. His letter reproduced herewith is most convincing regarding the merits of Economist Training School instruction.

Mr. A. E. Hurst, Economist Training School, New York City.

Peterboro, Ont., 24th July, 1914.

Dear Mr. Hurst:—

As an ex-student of your School, I feel it an absolute duty to express my sincere appreciation for the co-operation I received from the instructors in your advertising and window-trimming courses.

Before enrolling for the above-mentioned courses, I did not have a single prize to my credit, but since enrolling I have won a beautiful Silver Cup, two Silver Medals and a Bronze Medal, all in international competitions. This success I attribute, to an immeasurable degree, to the careful training I received while studying the above courses under the supervision of your capable staff of instructors.

Any ambitious fellow desiring a thorough education along retail business lines should not deny himself the privileges afforded by your School. You have a training school—in my estimation its worth could not be valued in sterling—and more over you have competent men behind the "guns to deliver the bullets"—men who know what the ad men and window men of today SHOULD KNOW.

I tell you in all earnestness and sincerity, as an ex-student, that I believe your courses in advertising and window-trimming, to be without parallel, the best that money can buy, and to the young man seeking a short road to success, I say—enroll at once—for either one, or, as I did, for both.

I am glad I made the acquaintance of your School—the valuable business knowledge obtained will long be remembered by me. I will surely tell the Canadian boys about the training I received and it will be a pleasure for me to do anything I can for you in exchange for the inestimated assistance you have been to me.

With best wishes for your success, I am,
(Signed)

Very truly yours,
J. A. McNABB,
With Richard Hall & Sons.



Trophies Won by Mr McNabb for Expert Window and Advertising Work

Further information sent on request

- ☐ Complete List of Show Card Supplies.
- ☐ List of 150 Retail Business Books.
- ☐ Free Book "10 Display Managers Tell How To Sell It."
- ☐ Hand Lettered Show Card Specimen.
- ☐ Decorative Background Suggestions.

ECONOMIST TRAINING SCHOOL

231-43 W. 39th St. NEW YORK CITY

You're Buying Right



No. 54
Waist form newest shape, white, pink, or black jersey on 6-inch base. $24.00 doz. On 7-inch base, $27.00 doz. Sateen or NEW FLESH TINT ENAMEL, $48.00 doz.

when you purchase your display fixture requirements from us. Proof?—Compare our prices.

Suppose you send in to us your present order now—you'll find our merchandise, service and business methods superior to all others. Will you be wise?

Write for our fall 1914 bulletin. It's interesting.



No. 10D
No. 10 D Gown Stand Extensible. 5-inch base, 15-inch stand, $9.00 Doz. 6-inch base, 21-inch stand, $13.25 Doz. 7-inch base, 27-inch stand, $15 75 Doz. 8-inch base, 30-inch stand, $23.75 Doz.

B. BRAGER & SONS
49 Crosby Street
Bet. Broome and Spring Streets
One Block East of Broadway
NEW YORK



Lignine (Wood) Carvings

UNBREAKABLE

Will Help Create

Beautiful Backgrounds, Screens, Plateaux.

Can Be Used Over and Over Again.

Attached by Nailing and Gluing.

Finished in Weathered or Golden Oak, Mahogany, Marble, Painted and Gilded.

39 page Catalog of hundreds of designs and sample—FREE.



Ornamental Products Co.

14th Ave., - - Detroit, Mich.

International Association of Display Men

The Canadian Convention

THE THIRD annual convention of the Canadian Window Trimmers' Association was held on August 11th, 12th and 13th. Owing to the call to colors the attendance was not as large as expected. However, the fifty men who attended the convention were enthusiastic in their co-operation and received much good of educational and social order by attending the meeting.

The most important event which took place at this convention was the changing of the name from the Canadian Window Trimmers' Association to the "Canadian Association of Display Men."

New York was selected as the next convention city and the Canadian display men will hold their convention in conjunction with the international and affiliating at that time with the international, at the same time still hold their identity. This will make the next convention of display men truly international in its scope.

The "On to New York" committee was appointed and much enthusiasm was displayed, which speaks well for the future of this organization, and for a large attendance at the convention in New York, which convenes the first Monday in August, 1915. Mr. A. E. Hurst of the Economist Training School, New York, and Mr. A. J. Edgell, manager of the Display Service bureau for the Society of Electrical Development of New York, were appointed as the arrangement committee.

Among the addresses made at the Toronto convention, a talk by Mr. Hurst was especially appreciated, as it pointed out a weakness with which the display fraternity has frequently been charged. In part, Mr. Hurst said:

As an introductory remark, I want to make a statement which may not meet with entire approval, but I can assure you it is one on which I have given considerable thought. In my opinion the one big thing that has been largely instrumental in retarding the growth and progress of the display manager and window trimmer as a greater important factor in retailing is the fact that he is often called an artist instead of an advertising man, as he truly is in every sense of the word.

What is the result?

When you men allow yourselves or anyone else to place you in the same class with long-haired artists, you are lessening your chances for success as important retail publicity and sales experts. I believe you will find it advisable not to dwell too strongly on the artistic side of your work, but rather on its results from an advertising and sales standpoint

In my estimation your profession does not entitle you to call yourself or allow anyone else to call you an artist any more than does that of the advertising man.

True, you must have an eye for the artistic and ability to select color and harmony in layout and suggestion, but these are also essential requirements necessary for the successful advertising man.

Again let me repeat, do not allow yourself to be dubbed artist or class yourself as such. The only real successful artists with very few exceptions are dead ones. In other words, the long-haired artist has to die before his work is really appreciated. Unless a similar condition exists in your store it is the only real reason for calling yourself an artist. Such a condition will hardly exist where the window trimmer or display manager is a live wire.

Please do not misunderstand me to mean that the artistic side of your work should be neglected. Not so, but rather that the true producing value of your services to be used as the important feature in advertising your profession and the artistic side referred to as a secondary acknowledged requirement in order to make your work most productive of results.

Through my eight years' experience in trade paper work, I know that the commercial artist of today does a great deal toward making present day printed advertising more effective, but he receives very little recognition for his work, and in most cases, none. If you continue as display managers or window trimmers to place yourself in the same class as the commercial artist you likewise will continue to receive but a meagre share of true recognition for your services.

If you class yourself as an artist there is another point worth your consideration which is this: That you are apt to allow the man in charge of the store advertising to reap a great deal of the advertising value of your work, simply because he is exploited as the advertising man and not as an artistic producer of advertising copy.

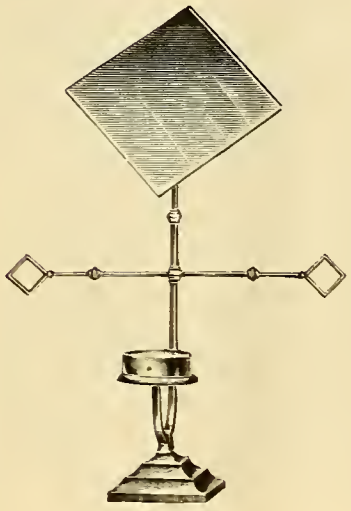
Therefore, I earnestly urge you for the sake of your own importance to supplement the now too common expression short window art with show window *advertising*.

While attending the convention of the Associated Advertising club in your city the latter part of June I was impressed with a large number of departments in advertising that were represented at the meeting. The following are a few of the departments which had their own departmental meetings: Outdoor advertising, newspaper, division, street car publicity, premium advertising, magazines, farm papers, trade papers, metal signs, lithography, etc.

One of the most important branches of advertising was in my opinion sadly missing. That department was the window advertising men. Surely your advertising work is of equal importance to that of bill boards and others, yet bill boards as a department are prominently represented in the A. A. C.

Why do I class window ahead of bill board or other means of advertising? Because show windows advertise an article itself, not a picture at a place where the manufacturer has secured a distribution of the product and at a place where the consuming public may immediately satisfy their desire for possession. No other kind of form advertising offers such strong features in its favor.

I hope to see the day which I trust will not be in the far distant future when window advertising men will occupy their true position of importance in the advertising field.



No. 232N

Palmenberg NEW YORK

New Stands

We have increased our line of metal display stands for merchandise in general. This one is a happy hit for haberdashery happenings. Others equally interesting.

Do you get our catalogues? If not, why? Write for them.

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

—Illustrated—

Free—Background Booklet—Free



National Card, Mat & Board Co.
Manufacturers
Chicago W. Superior St. U.S.A.

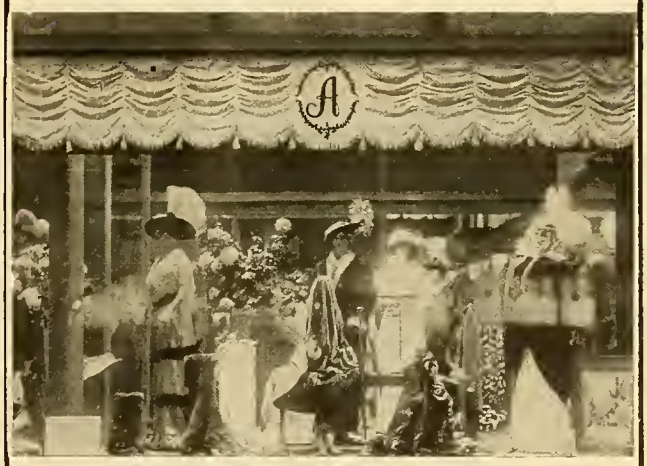
This large new illustrated and instructive booklet—showing how to build numerous backgrounds from our grained wood veneer covered wall boards, also many cuts of effective show cards and price tickets.

Our veneer covered wall board will save you time and money and give your windows an added up-to-date appearance.

Free—write us today and we will send this instructive booklet, together with our big folder set of "Nat Mat"—Mat Board Samples showing dozens of Backgrounds and Show Card Boards.

National Card, Mat & Board Co.
Sole Makers of "NAT-MAT"
W. Superior Street CHICAGO, ILL.

Show Window Valances

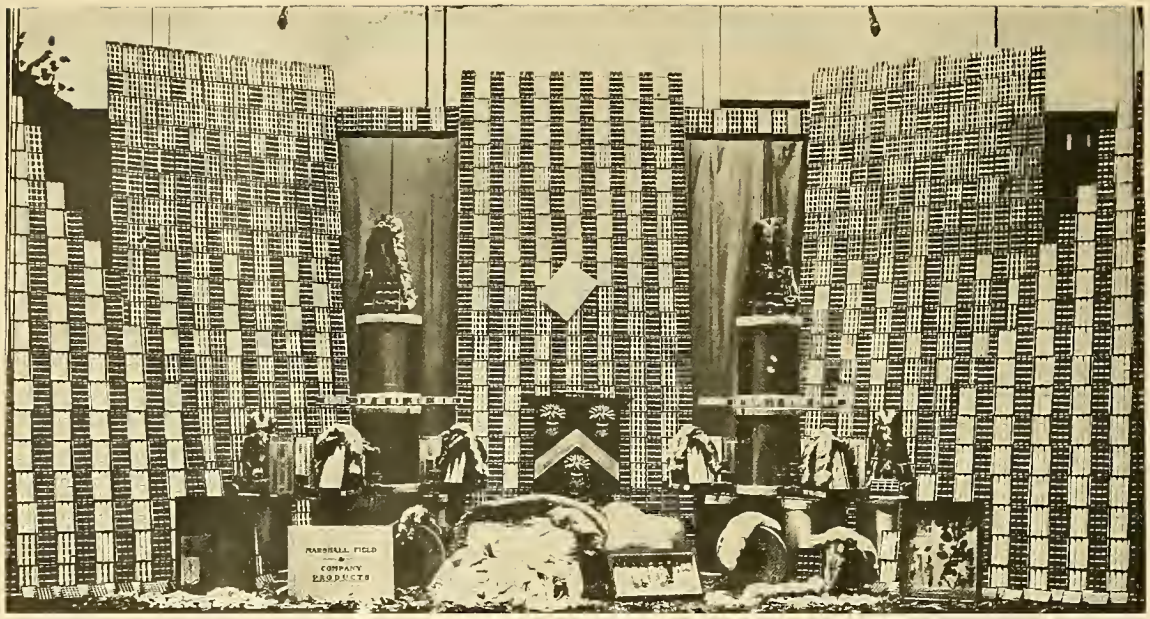


Linen Puffed Shades Lambrequins

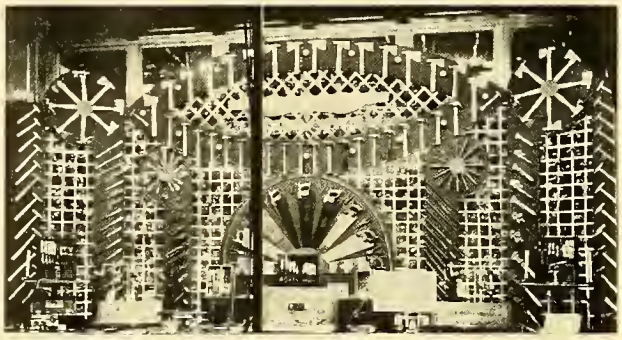
Built to fit the requirements of Individual Styles of show windows. All special orders executed by us are carefully and scientifically planned. We are fully equipped to meet the unusual conditions and problems which very often arise. Mail us a rough diagram of your show windows together with the glass measurements and we will be pleased to submit modern suggestions, sketches, etc., with the proper proportion and designs suitable to your business without extra charge or obligation whatsoever. We aim to do more than take orders. All materials used are high grade standard qualities and the workmanship is first class in every respect. Catalogue suggestions on request.

Dept. B GET THE GENUINE

The Art Window Shade Company
2411-13 North Halsted St. CHICAGO, ILL.



A DISPLAY OF THREAD BY MARSHALL FIELD & CO., CHICAGO.



A HARDWARE DISPLAY BY J. M. W. YOST, JOHNSTOWN, PA.



THE LOCAL DISPLAY MEN'S ASSOCIATION OF BIRMING 'AM, ALA.

This Great 64 Page Educational POLAY CATALOG FREE



Get A Copy

Pronounced by those who have seen it, to be the greatest Trimmers' book ever compiled.

SINCE the WindowTrimmers' Convention at Chicago in August—we have had the greatest flood of requests for Polay Catalogs since the inception of this business. Every wide awake up-to-the-minute Trimmer must have told his "Fellow-trimmer" at home about this Polay book for it seems as though "Everybody and his brother" has asked for a copy of the new 64-page edition. Mighty lucky for us and also for you that when we produced this new edition, we stretched the order to almost double our original intention and now it seems that quantity is not enough.

It is not a bit unusual when you stop to consider what the book contains—the endless variety of illustrations, ideas, suggestions, complete window trims, showing merchandise in beautiful units, combinations, etc., etc.

Safe to say that it is without a doubt the most valuable book of its kind ever published. It contains more concrete money making ideas than any fixture catalog ever published at any time.

You are welcome to a copy. Simply send your name and address and a copy will be sent to you post paid. If you are contemplating making changes in your windows, store fronts, interiors, get in touch with us. We will give you ideas, suggestions, plans, advice, and all the help you want free. This is the service that has caused a sensation in the fixture world. Thousands of merchants owe their beautiful windows to Polay's great display ideas. You may have this service gratis. A plain, dispassionate, calm comparison of Polay fixtures and Polay ideas with others will show you how remarkably far we are in advance of all others. The best merchants consult Polay. Why not you? Write to us today. Your catalog is ready.

POLAY FIXTURE SERVICE

OFFICES & FACTORY, 926 FULTON STREET
Downtown Display Rooms, 615 Medinah Building
C H I C A G O, U. S. A.



Beauty in Your Holiday Displays

Discriminating Decorators will appreciate the many beautiful decorative specialties I am offering for the holiday season.

My line is unusually large and varied and you will find my prices much lower than you would expect from the appearance of my productions. At a small expense I can help your windows wonderfully.

Plan early—write to me today about your holiday backgrounds

Special Paintings and Decorative Panels of all kinds, Urns, Pedestals, Dividers, Relief Ornaments, Special Floor Coverings, Tables, Plateaus and Fixtures.

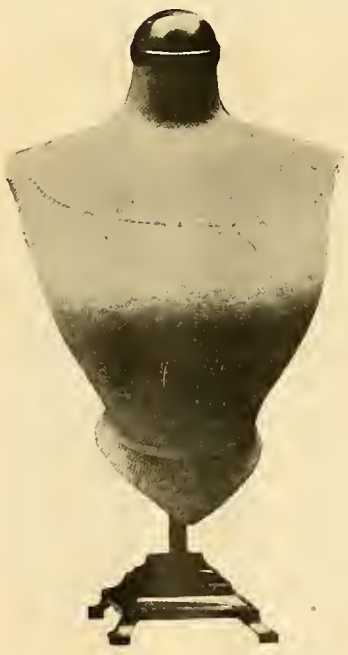
J. Clarence Bodine

Designer and Manufacturer of Permanent Backgrounds in any Wood and Finish.

Phone Superior 4136

856 N. State St., : Chicago

Wax Figures and Forms



Wood and Metal Display Fixtures

Men's Busts

Latest Shapes

Best Make Only

Send Postal for Catalogue

WM. STRAUSS

416 Arch Street Philadelphia

No WAR EXCUSE With Us For Advancing Prices.

As we always carry LARGE stock of both Imported and Domestic FALL Decorations at astonishing low quotations.



Beech Branches

Beech or Oak Branches Fireproof 3 to 4 ft. high, selected stock full of foliage colors, red, tan or green per 100, $5.00.

New Natural Prepared Fireproof Poplar Branches, colors as above 3 to 4 ft. per 100, $5.00.

Maiden Hair Ferns Fireproof FALL tints, green or any color desired, large size per 100, $4.50.

Special 12 Leaf Grape Vines, size of Leaves 3½x3½ inches, beautiful Fall tints, per gross yards, $7.00.

Full assortment to select from, ask for our new Fall Catalogue, it certainly is a money saver for you.

J. HARTWIG CO.
The House of Originality
Manufacturer and Importer of Art Decorations
28-32 Pellington Place Brooklyn, N. Y.
Show Room, 738 Broadway, N. Y.

Feldman's New Basque Form



designed to meet the demand for a correct shape form for the display of basque dresses and waists.

The waist form is of course cut shorter than dress form but the line of the hips is preserved.

Note the low bust and enlarged waist line.

Finished in flesh tint enamel bust or covered with satin or jersey.

Write for descriptive folder and prices

L. A. FELDMAN FIXTURE CO.
738 Broadway, New York

IN THE LIST OF NAMES of those attending the Chicago convention there appeared that of Samuel D. Feuster. This should have read Samuel D. Fenster. Mr. Fenster is display man for Isaac Baker & Son, men's and boys' outfitters and custom tailors, in Erie, Pa. If there were any other mistakes in this list we will be glad to correct them upon notification.

MANY OF THE VISITORS to the Chicago convention neglected to register their names and as a consequence they did not appear on the list of "those present." One of those who failed to have his name in the list was Eugene S. Shankweiler, who has charge of the windows and advertising of Koch Brothers of Allentown, Pa. Mr. Shankweiler is a veteran display man and is also a clever advertiser. He is a member of the International Association of Display Men.

PIERRE IMANS of Paris has asked us to discontinue his advertisement until the conclusion of the war. This is only one of the many European firms upon which the American decorator is to a certain extent dependent, that will be compelled to cease altogether or curtail their activities until peace on land and sea has been restored. This journal has many subscribers in Europe who will probably have little opportunity to study the pages of MERCHANTS RECORD AND SHOW WINDOW for some months to come.

New York Display Men

On Thursday, August 20th, the Greater New York Window Trimmers' and Display Managers' Association held their first meeting since their success in securing the convention for 1915.

The name of the local was changed to "Greater New York Display Men's Association" to conform with the new revision in the title of the International.

A number of committees were appointed and plans made to make the 1915 convention an unusual success.

The next regular meeting will be held September 24th, and an instructive programme in the way of demonstrations is promised for this meeting. This will be followed on October 22nd by a banquet. All visiting display men who may be in New York at this time are cordially invited to attend.

New Alphabets

Western card writers have won a well deserved reputation for exceptionally clever work with both brush and pen. This enviable reputation is verified by some specimen alphabets and cards that are being sent out by Ross F. George, 300 Boston Block, Seattle, Washington. Mr. George is a remarkably clever show card man and his work is original, highly artistic and practical. Old time card writers pronounce his lettering to be the equal of any that has been put before the public.

It is suggested that show card men, both beginners and professionals, write to Mr. George at the above address for the generous advertising matter he is sending out. There are very few who will not be able to pick up a lot of money making information from the matter he is sending out.

Standard Display Fixtures

An unusually interesting little catalogue has just been issued by B. Brager & Sons, 49 Crosby St., New York. It shows the well known "Standard" line of display fixtures, wax figures and forms. This firm is celebrated for the general excellence of their output and the line they are now offering is exceptionally well selected. Every merchant and window display man should have a copy of this interesting book. It will be mailed free for the asking.

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Fall Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

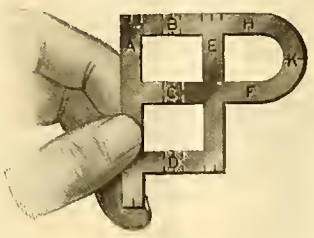
¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Write for Samples

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

"Poligraph" Patented Lettering Device



THIS wonderful tool, recently invented, makes it possible for persons with absolutely no knowledge of card writing to make perfect letters.

By this one tool you can make all letters and numerals in capitals and lower case in sizes 1, 1½ and 2 inches high.

This tool gives perfect proportions to all your letters.

Made of indestructible steel and will last forever. It is about 2 inches square and weighs one-fourth of an ounce. Can be carried in your pocket.

A pamphlet containing complete instructions, types of lettering, alphabets, etc., are sent with each "Poligraf." Every card writer should have one. Sent Postpaid, **25 Cents.**



Our New Unbreakable Metal Bottle

KOESTER KARD KOLORS

IN METAL CONTAINERS

These new Card Writing Colors are the result of continued experimenting to get a paint that would overcome lumpiness, cracking and spotty drying. Our ten years of teaching card writing has taught us what is necessary to have a perfect ink. The Koester Kard Kolors are the result of this work and knowledge.

Koester Kard Kolors come in all colors, either gloss or dull finish. They are packed in glass or metal bottles—2 oz. size sells at **15c.**



Absolutely the best sable brushes made. We have a special assortment of four brushes in the most practical sizes, flat ferrule, single stroke, that we will sell for a short time only at **$3.00.**

NOTE Prices on brushes have raised on account of European war, but we will sell our brushes at the old price as long as they last. So you better get in your order at once.

Card Writing Instruction



Both Personal or Correspondence

Get this beautifully illustrated catalogue explaining fully our Card Writing Courses. Newly revised instruction and alphabet plates, special ruled practice paper, stenciled layout sheets and complete show card and all supplies free are some of the features of this the best card writing course.

You can start the correspondence course at home and complete same at the school at no extra cost.

Koester Kard Supply Catalogue

This big book lists every known card writers' supply. It is the latest and most complete catalogue published.

The Koester School

215 S. Market Street, Chicago

GET YOUR SUPPLIES NOW BEFORE PRICES ADVANCE

Read Your Trade Paper

By Walt Mason

I asked Jim Quoekenbush a question—he deals in merchandise most fine—: "Soy, don't you have the indigestion? You read trode papers oll the time."

Old Jim loid down his monthly paper, and wound his whiskers round his neek, and said: "It is the proper coper to reod up on your trode, by heck! The lawyer, if he'd make a killing, must reod his law-books, doy by day; the elergyman, however willing, without reseorch can't make it pay; the doctor, if he'd be o winner, must read the books by experts made; and so it is with wheelwright, tinner, and every man who has a trade. If this is true of lawyer, healer, that each must cultivate his mind, it's just as true of every deoler —none ean afford to go it blind.

"This journal here, in every number, contains some faet, or hint, or phrase, to guide the mon who trims the windows, and help him forty-seven woys. And so it is with Griggs, the merehont; he takes trade papers three or four; they bring his world of eommerce eloser, ond help his business all the more. Now there's the other fellow, Harkness; for printed stuff he spends no dimes; he gropes along in doubt and darkness, a hundred years behind the times.

"Oh, these be times of stress and hustle, and giants wrestle for the tin, and man, so help me Lillian Russell, must know his business, if he'd win. That's why I take this useful paper, and through its helpful columns wade; ond every merchant, deoler, draper, should take the one that fits his trade. Now, run along and leave me, sonny; I hove to earn my daily bread; and while I'm taking in the money you might sit down and soak your head."

(Copyright, 1914—M. B. Kovnat, Chi.)

Fixtures

ONE OF THE most interesting addresses made at the Chicago convention was the talk on Fixtures by E. J. Berg of Omaha. Mr. Berg spoke without notes and the reporter failed to get all of his address. He spoke in part as follows:

Mr. Berg in giving his demonstration said in part: "Now, gentlemen, plateaus are just coming into their own for the simple reason that the boys have come to recognize the fact that they cannot do without them when once they have had them. For a year I have used the same plateaus, same coverings and everything else that you see here on the platform, and I used them every week for a year in the store of Chapman, which is a very high-grade store, where we do not use many fixtures.

"I shall show you how the use of a little ingenuity works out. There (indicating) is a plastic bracket about eleven by eleven. Now, there was one of the first units that I used it on (demonstrating). You know I was tired, as we all get (laughter), but I didn't have another window so I used the same stuff and I used another pedestal and bracketed it up. These plateaus are just made out of common lumber, twenty-seven inches high and sixty inches long."

Mr. Berg used a number of brackets, pedestals, etc., and gave a most interesting demonstration of how the clever trimmer can use the same pieces in different arrangements to produce altogether different effects. His contention is that the average decorator has few enough fixtures and must make the best of what he has. That a few pieces can be used in almost endless combinations, he showed conclusively. He then continued:

"Now, they said something about fixtures on the program. I did not say anything about fixtures. But all the boys know what they have been up against in tilting tops for stands. I have been working quite a little while to get a fixture that will answer all the purposes. I had a little top made with a swivel. I talked to some of the fixture people. And I believe that I have the thing. Now, when the fixture houses made it I had an understanding that it would not be commercialized. I am not in the fixture game and do not get a cent out of it, but it looked good to me, and I showed it to the boys and they all coincided. They all agreed that it was one of the best little things ever. I did not want the article commercialized. I wanted the boys to get the benefit of it. I could probably have sold it for something. But that something would not make me feel as well as if I gave the boys something and enabled them to get it at a price that they wanted to pay. As was said yesterday, the window trimmer has a hard row to hoe. As was said yesterday, the advertising man has his excuse, but the window trimmers have no excuses. The holes for him are all filled with concrete and he can't get out.

"Now, there is a swivel joint put out, which is flat or fitted and you can put any kind of a top on it. When I had it made it was with the express understanding that the maker would not hold up the price. If any one of the boys can get it from anybody cheaper than this man can make it for me, why get it. The house that made these figured down to what it cost."

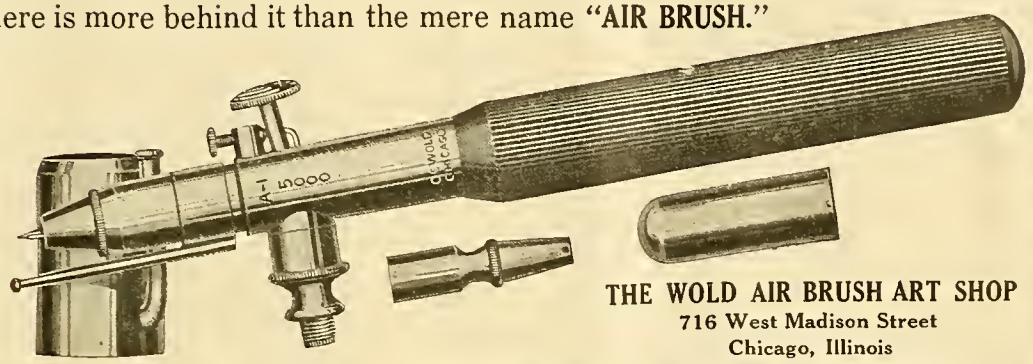
Speaking of plush, Mr. Berg said: "If you use a green plush get the softer tones, along the moss greens. If you get the real bright apple shades you are going to have trouble, but if you stick to the good old myrtle green you will find that any color harmonizes. And don't get anything too red or too yellow because the light will fade them. This plush is thirty-six inches wide. All I paid for it was a dollar and a half a yard and it is a very good grade.

A FEW WEEKS AGO we received a letter from E. M. McCartney, head display man for Joseph Horne of Pittsburgh, stating that he was starting on an extended tour of European capitals. Mr. McCartney promised to send us notes as to the work of European decorators, but as yet we have not heard from him and it is possible that he, too, may have been caught within the lines of Germany and Austria, as he had intended visiting those countries. It seems likely, however, that he may have had an opportunity to get back to England before hostilities began.

THE TRUTH OF IT IS

There is more behind it than the mere name "AIR BRUSH."

Twenty-five years of experience in Air Brush manufacturing have made WOLD known as the "Master" Air Brush Builder. Read this again, then send for our catalog.



THE WOLD AIR BRUSH ART SHOP
716 West Madison Street
Chicago, Illinois

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs

THE D. S. of L. BLUE HANDLE BRAND BRUSHES for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STONG'S" SUPPLY CATALOG

Address, Supply Dept.,
DETROIT SCHOOL OF LETTERING
CHAS. J. STRONG, Founder
DETROIT Est. 1899 MICHIGAN

INVESTIGATE!

A Post Card or a mere Scratch of the Pen, will bring to you our

Illustrated Fall Circular
of
Scenic Paintings
AND
Air Brushed Blanks

(All good—None better)

Send 25c for two sample Fall Cards in 5 colors. Made by hand.

THE BER-ZER STUDIO
Dayton, Ohio

FOR
WINDOWS and BACKGROUNDS
USE
Silk Plushes, Velours, Felts, Cretonnes, Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

Until Further Notice



We are compelled to withdraw all prices on Brushes, Imported Goods and all Materials affected by the present conditions in Europe.
If you need Card Writing Brushes better write for prices at once as they will go still higher.

Send for Catalogue C.

WALLBRUNN KLING & CO.
327-329 S. Clark St. CHICAGO, ILL.

Annual Prize Contest 1913-14

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have heen conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in hy representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can he found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed hy a smaller store is no reason for not entering our Annual Contest. In years past many prizes have heen won hy trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions helow and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before Dec. 1st, 1914.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street **CHICAGO, U. S. A.**



Card Writers!

Daily's Air Brushed Cards and Scenic Paintings

NOW READY

TO get best results in your Fall and Winter displays, you should have Bert L. Daily's scenic paintings and air-brushed cards. These beautiful backgrounds—painted by real artists—will attract crowds to your windows and bring customers inside the store.

Send for Snappy New Catalog NOW

It contains descriptions and prices of the best equipment for up-to-date Card Writers and Sign Painters, including the famous

"Perfect Stroke"

Brushes and Supplies

BERT L. DAILY, Dept. E-9, Dayton, O.

ELITE CARDS

Beveled Edge SQUARE CORNERS | Beveled Edge ROUND CORNERS | Beveled and Serated

Furnished in Gold Silver and Colored Finish on the edges.

For Many Uses Including Show Cards Price Tickets etc. etc.

Manufactured by
Hurlock Brothers Company
3436-38 MARKET ST. 3435-37-39 LUDLOW ST. Phila. Pa.

The original of this "ad" lettered with

the "Speed-Ball" ONE STROKE Lettering Pens

– a new one –

It's all that the name implies - The speediest and most easily operated lettering pen ever devised

No Set Screws. No Mechanism. | Loads by dipping Easily cleaned

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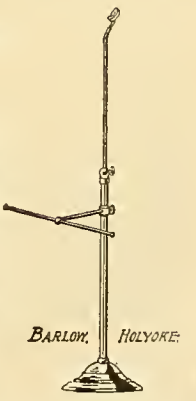
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Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. **Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. Practical Compendium of Commercial Pen Lettering and Designs, new and enlarged, 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

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are sturdy, comfortable and practical. Kady quality goes into every pair made. Only the highest grade of flexible webbing is used. Every seam and fastening is carefully reinforced to stand long continued wear.

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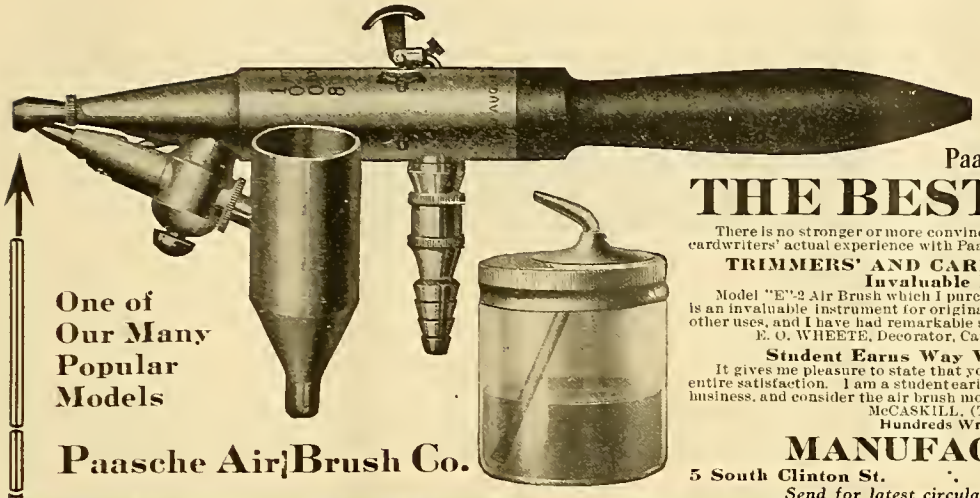
The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

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Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

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Paasche's 3 in 1 Air Brushes

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There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

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Model "E"-2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.
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16 Full-Page Illustrations



272 Pages Bound in Cloth

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MERCHANTS RECORD AND SHOW WINDOW
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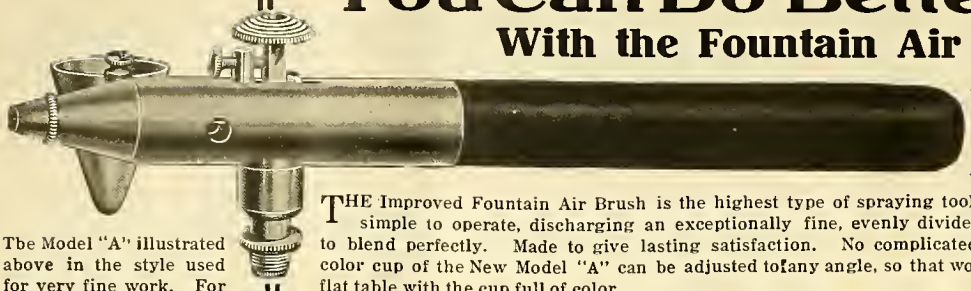
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With the Fountain Air Brush



The Original Pencil-shaped Air Brush

Tbe Model "A" illustrated above in the style used for very fine work. For those wbose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes tbe colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted tofany angle, so that work can be conveniently done on a flat table with the cup full of color.

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Imitation Veneers *Cloud and Marble Finishes*
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Embossed Window Cards and Price Tickets
Board cut to size and into special and fancy shapes with beveled edges

If It's Board or Cards You Want—We Have It

Through our new process we are finishing our board extra smooth and hard, making it more adaptable for card writer's use.

For sale by all leading jobbers.
Send for samples and prices today

Chicago Mat Board Company

Manufacturers -:- Established in 1898
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Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

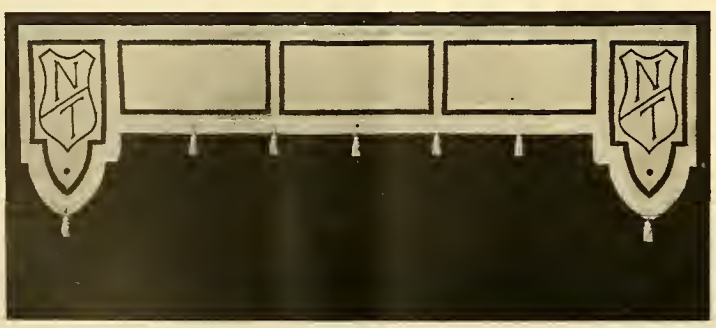
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For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.

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WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information, Business-Men's Clearing House, Denver, Colo.

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POSITION WANTED—By experienced window trimmer and car writer. Have my own air brush. Married, 30 years' old. Best reference. Address "B. W. B." care J. J. Yoes. Winslow, Ark.

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One Hundred Good Alphabets for Show Cards is one of the most valuable books ever printed for the Show Card Writer. It contains alphabets showing the actual lettering used by practically all of the leading show card writers of America. These alphabets are all designed for practical store work. They represent every style of lettering that is in general use. Some of the hundred alphabets illustrated, show the following classes of work—

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MERCHANTS RECORD CO., 431 So. Dearborn Street, Chicago, Illinois

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Slab Drape
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Louis XVI. Drape
Wall Drapes
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Bolt Drapes
Furniture as Draping Fixtures
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Use of Accessories
Drapes for Tailors
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Early Shell Form Draping
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Hipless Drapes
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Mermaid Drapes
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Small Town Drapes
How to Lay Out Complete Windows
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Interior Draping
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English Drapes
Australian Drapes
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Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

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Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago

VOL. XXXV OCTOBER, 1914 NO. 4





No. 714

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For the display of modern garments. Lifelike features, perfect modeling. Stands securely without bracing.

Price $85.00

Get your order in early and reap the benefits.

Have you sent for the Norwich Red Book Catalog No. 18?

Do so today. It is full of interest.

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Norwich, Conn.

Salesrooms

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Boston
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More Daylight—Better Business

Daylight Is a Health and Commercial Asset

Its presence is always appreciated by the purchaser and clerk alike.

It helps the clerk to SELL and the purchaser to BUY.

DAYLIGHT in a store is always spoken of with favor. In fact many stores have come to be known as "Daylight Stores." This creates not only publicity but better business with it.

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32 BALDWIN CARRIERS

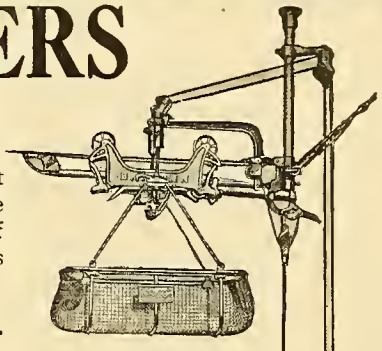
in this large new store of J. F. Hink & Sons, Berkeley, Calif.

Baldwin Carriers are used in every state in the Union. The largest as well as the smallest stores are finding it profitable to use Baldwin's Carriers. They are the most economical of any method of handling cash and packages—let us give you figures on this BEST SERVICE.

OPERATES LIKE A FLASH ON STEEPEST GRADES

The Flyer Cash Carrier

is absolutely unequalled for **Steep Grades, Speed, Easy Operation** and **Neat Appearance,** only one fine track wire to each station.



Ask those who use the Baldwin System

Baldwin Ball-Bearing

wheels are equipped with two Annular Ball-Bearings, having hardened steel balls, cones and racers and a dust proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.



Our Up-Shoot and Over-Shoot Cash Carriers

have been used in busy stores over three years. Use them once or a thousand times a day with no expense for power.

Wonderfully successful in giving quick, efficient service from the basement or from the second floor or balconies. This is only one of the many important types of carriers in our line that makes it possible to equip a store complete.

All Baldwin Carriers Are Built for Two Kinds of Service

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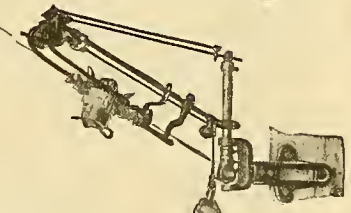
The customer wants her package and change at once as soon as the sale is made. This quick service does more to retain a customer's trade than almost anything a store can do. This is the kind of service **Baldwin Carriers** give your customers.

Service to Merchant

You as a merchant expect a carrier to wear well, and thus do away with annoying break-downs and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience, **All are satisfied,** that's why we **"stick"** and continue to grow.



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Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago
One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

Think Mr. Merchant: Would You Sit in a Dark Corner



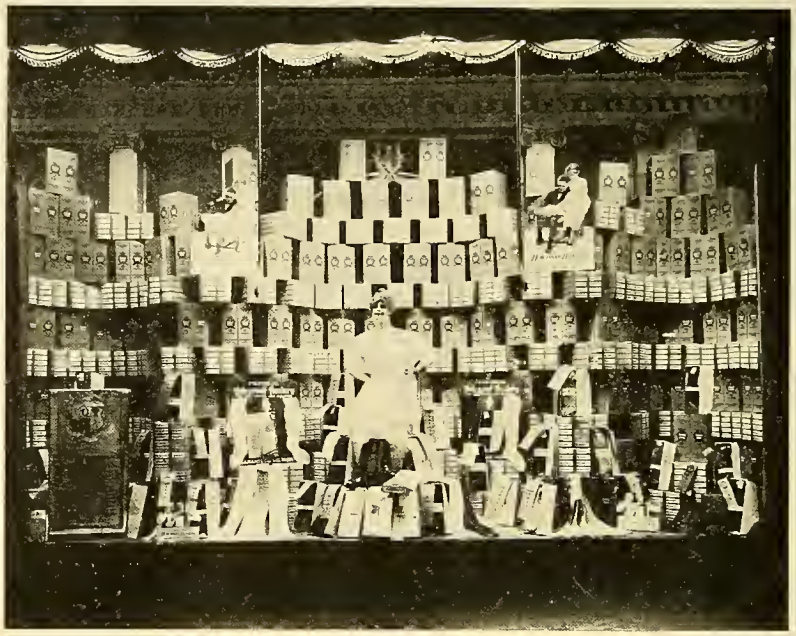
No. 50 Pittsburgh S. W. Reflector with adjustable holder

to read your newspaper? Surely not.

No More should you have dark corners in your show windows; they don't sell goods.

Out-of-date equipment is still costing you money

Investigate the latest and you'll buy "Pittsburgh" Show Window Reflectors because they are most economical to use and give most effective lighting to make sales — no wasted light on side wall or walk.



Window of Gimbel Bros. Dry Goods Store, Milwaukee, Wisconsin. Night photograph with absolutely no retouching. No. 50 Pittsburgh Reflector.

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117 Penn Avenue - - - PITTSBURGH, PA.

Most For Your Money



when you install

Baine's Adjustable Shelf Brackets

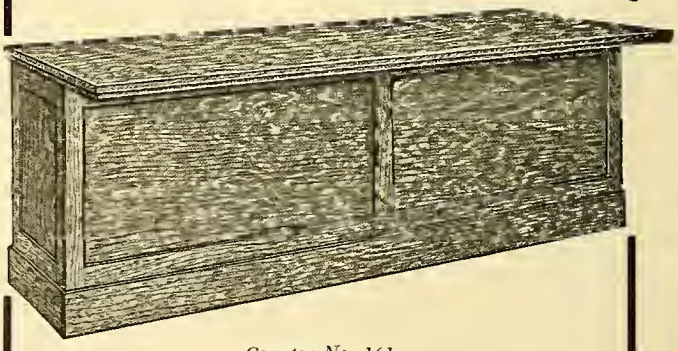
because Baine's Brackets give you a system of shelving that provides fully 30% increased shelf capacity and add from 100% up to the appearance of any store and stock of goods.

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Piqua Bracket Co. Piqua, Ohio

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The Standard of Quality and Style



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LAMSON

SIMPLICITY IS THE THING

THE simpler your method of checking goods and sales, the quicker customers are served, the more trade each clerk handles, the lower your cost of doing business.

The Lamson Carriers provide a simple, easy and inexpensive way of doing business.

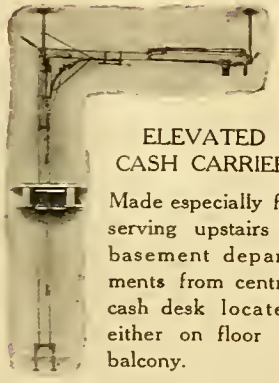
After the sale is made, goods and money are sent to one central desk for checking and wrapping. The clerk is free to make more sales or interest the customer in other goods.

With cash handled at one spot you eliminate the expense, temptation and danger of money scattered in tills throughout the store. You also have a very simple way of getting any information you want about your business.

Centralization provides simplicity—simplicity provides more profit by eliminating red tape, lost motion, annoyance to customers, costly methods of doing business.

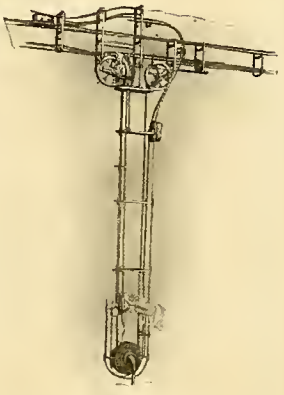
There is a Lamson Centralizing System to meet the needs of every store. Lamson equipment includes wire-line cash and parcel carriers, electric cables and pneumatic tube systems, package conveyors, and small elevators

The **Lamson Company**
Boston, U.S.A.
Representatives in All Principal Cities



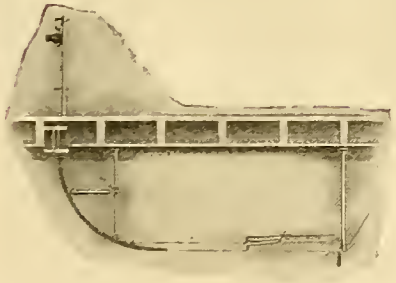
ELEVATED CASH CARRIER

Made especially for serving upstairs or basement departments from central cash desk located either on floor or balcony.



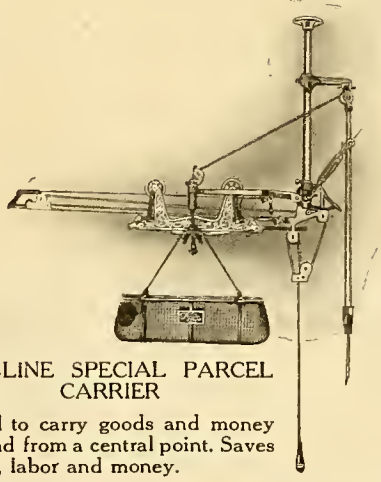
CROSS-OVER DROP STATION

Newest cable carriers. Cash boxes do not loop drop stations.



UP-SEND CASH CARRIER

Made to serve upper floor department from central cash desk.



AIR-LINE SPECIAL PARCEL CARRIER

Used to carry goods and money to and from a central point. Saves time, labor and money.

SERVICE

A Case Outside Is Worth Two in the Store



The Jones Dry Goods Co., Pittsburgh, Pa., N. S.

Where one customer comes into *your* store 100 possible customers will pass it by.

Are you going to be content to display your merchandise to this comparative few, in other words sit behind your counter and wait for the business to come in, or are you going to take the course of the more progressive merchant and go out after this business before it gets by through the use of these

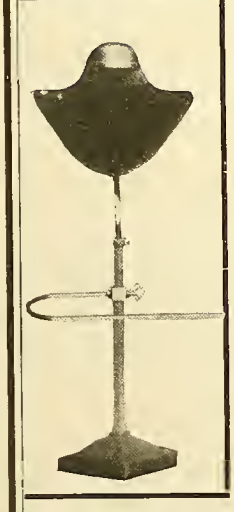
Out Side Show Cases

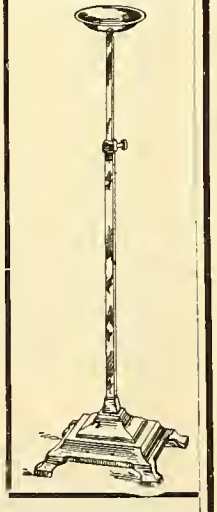
WRITE FOR CATALOG

THE DIAMOND SHOW CASE CO. 2208 West Superior Viaduct **Cleveland, O.**

SEASONABLE SUGGESTIONS

Most stores will soon be showing their offerings in furs. To get your muffs and scarfs out where they will show up to the best advantage, you may need some new fixtures.





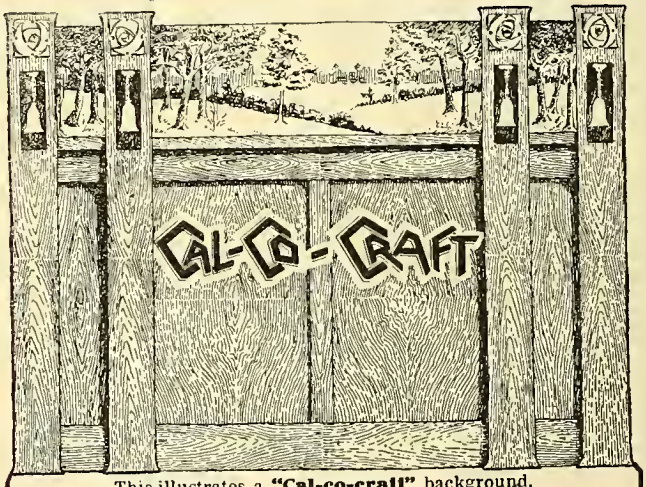
Herewith we illustrate just two fixtures in our large and complete line. Let us take care of you with a rush order.

Send now for complete illustrated catalogue.

When in Chicago visit our new display rooms, which are right in the heart of the wholesale district

616 Medinah Building
Jackson Blvd. and 5th Ave.

Great Western Fixture Works
CHICAGO, ILL.



This illustrates a **"Cal-co-craft"** background.

"Cal-co-craft" is a reproduction of the real grain of wood on paper. It is not a printed imitation, but is taken from the actual wood itself, done by a new secret process.

"Cal-co-craft" gives all the appearance of a heavy wood background, but can be installed for a fraction of the cost of wood.

"Cal-co-craft" comes 36" wide, in seven different shades—all at one low price.

Write at once for large sample book C, containing complete assortment

Cott-a-lap Company
Somerville, New Jersey
Chicago, Ill. **Walkerville, Ontario, Can.**

"GIPE" ORIGINATOR OF "GOOD" CARRIERS

WHY EXPERIMENT WHEN YOU CAN BUY THE ORIGINAL AT HEADQUARTERS?

Every carrier sold by us is guaranteed for five years, which means that they are built on correct principles, so strong that there will be practically no repairs needed.

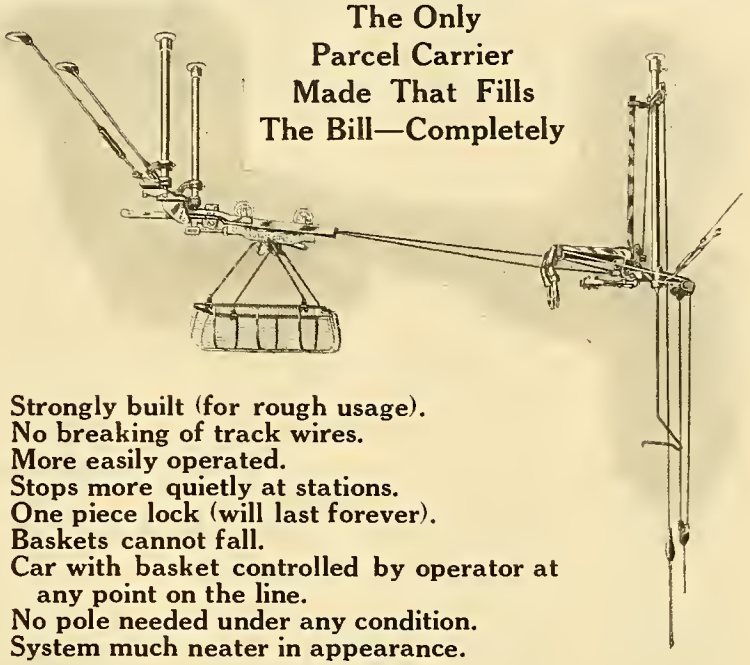
It has been universally conceded by experts that if the breaking of wire could be overcome and a strong car propulsion force applied, the spread wire principle would be much superior to a cord or rubber propulsion.

Our inventor has finally succeeded in perfecting a full line of spread wire carriers, giving stronger and easier propulsion for the operator than can be obtained by the use of cords trained over wheels and more secure against breaking of track wires.

The car wheels cannot rise from the track wire and hammer it when landing at station, to cause crystallization and breaking of wires. Car cannot oscillate; it hits the buffer and enters catch at heaviest part, below the wire. Spring cushion between the levers, causing wires to hug the wheels securely.

CALL and examine our **Up-to-Date** Carriers for all purposes. Level, Grade, Curve, Loop-the-Loop and Basement Loop Cash or Message Carriers. Elevated and Low Level Package Carriers, **"Standard" Electric Cable Cash Carriers.**

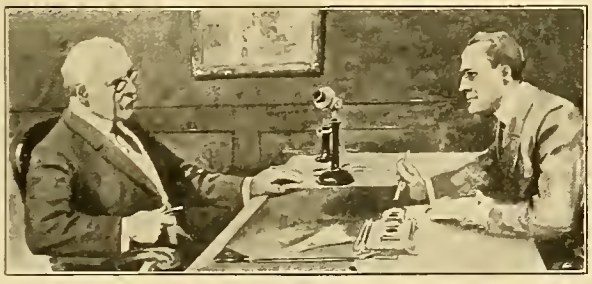
The Only Parcel Carrier Made That Fills The Bill—Completely



Strongly built (for rough usage).
No breaking of track wires.
More easily operated.
Stops more quietly at stations.
One piece lock (will last forever).
Baskets cannot fall.
Car with basket controlled by operator at any point on the line.
No pole needed under any condition.
System much neater in appearance.

Send for our 20-page catalog

Gipe Store Service Sales Co., HOME OFFICE, MEDINAH BLDG., 36 PEARL ST., HARTFORD, CONN. **Chicago**



Your Windows Must Do Better Work at Night

DURING the hours when your store is closed, crowds of people pass it. This is the time when your show windows must do their best work—if sales that YOU ought to get are to be prevented from going to the competitor who is open at night.

Frink and J-M Linolite Systems of Lighting

(For either J-M Linolite or Standard Base Lamps)

will light your windows so that the passersby will be irresistibly attracted by the well-diffused radiance—and so impressed by the beauty and richness of the goods that their purchases will be deferred until your store opens in the morning.

No crude, glaring effects—but a soft, beautiful illumination from concealed lights, casting no shadows and surrounding your goods with an atmosphere of excellence that compels attention and brings increased trade. And these systems actually consume less current than inferior systems. Used and endorsed by 30,000 stores.

Write our nearest branch today for catalog No. 410

H. W. JOHNS-MANVILLE CO.

Atlanta	Cincinnati	Galveston	Memphis	New York	St Louis
Baltimore	Cleveland	Indianapolis	Milwaukee	Omaha	Salt Lake City
Boston	Columbus	Kansas City	Minneapolis	Philadelphia	San Francisco
Buffalo	Denver	Los Angeles	Newark	Pittsburgh	Seattle
Chicago	Detroit	Louisville	New Orleans	Portland	Toledo

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED, Toronto, Montreal, Winnipeg, Vancouver. 2572-A

LYONS

There's everything in a name, when you stop to think what the name LYONS stands for in display fixtures and store equipment. It has taken a great many years to establish the reputation that stands behind the name LYONS. Thousands of merchants throughout America know by long experience that our productions are just what they want in every respect.

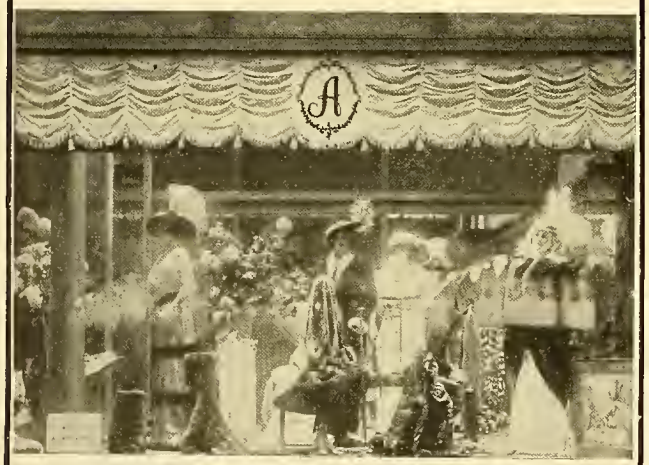
We Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, etc.

WRITE FOR CATALOGUES AND PRICES

HUGH LYONS & CO., 802 E. South Street, Lansing, Mich.

New York Salesroom, 686 Broadway — Chicago Salesroom, 313 Jackson Blvd.

Show Window Valances



Linen Puffed Shades Lambrequins

Built to fit the requirements of Individual Styles of show windows. All special orders executed by us are carefully and scientifically planned. We are fully equipped to meet the unusual conditions and problems which very often arise. Mail us a rough diagram of your show windows together with the glass measurements and we will be pleased to submit modern suggestions, sketches, etc., with the proper proportion and designs suitable to your business without extra charge or obligation whatsoever. We aim to do more than take orders. All materials used are high grade standard qualities and the workmanship is first class in every respect. Catalogue suggestions on request.

Dept. B GET THE GENUINE

The Art Window Shade Company

2411-13 North Halsted St. CHICAGO, ILL.

Wax Figures and Forms



Wood and Metal Display Fixtures

Men's Busts

Latest Shapes

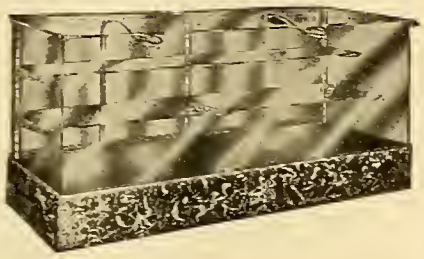
Best Make Only

Send Postal for Catalogue

WM. STRAUSS

416 Arch Street Philadelphia

Salesmanship Plus



Good Salesmanship plus right merchandise plus effective display makes for maximum sales.

The last factor—effective display, is becoming more and more important. Customers naturally associate "quality" with merchandise displayed in Quincy Special Show Cases.

We would like to quote you prices and send you a copy of our newest catalogue.

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.

DALLAS, TEX. 907 Commerce St.

WICHITA, KANS. 301 Beacon Building

PITTSBURGH, PA. 949 Penn Ave.

JACKSONVILLE, FLA., 20-28 Julia St.

Illinois Clothing Cases

BUSINESS EXPANSION

The War was an inconceivable surprise. It startled business. The instinct of self-preservation first impelled retrenchment.

Then the mist of wonder cleared from our Nation's commercial horizon. Our President, our Associations of Commerce, our Business Men realized that America had been suddenly thrust into a STUPENDOUS COMMERCIAL OPPORTUNITY.

We are now facing a well-earned period of PROSPERITY. During the past few years, our banking system has been made impregnable. Inflated securities have been reduced to bottom worth. Real estate is valued SOUNDLY. Our everyday man is WELL-TO-DO. Our artisan is BUSY. Our farmer enjoys a most ENVIABLE POSITION.

Your business is in the path of EXPANSION.

Your competitor will LIKEWISE have an opportunity for growth.

Will your store be A BETTER store than HIS—or will HE have the edge on YOU?

It is time to think about store improvement. It is not too early to plan for a more modern store, better equipment, greater sales efficiency.

The best ADVERTISING INVESTMENT you can make is to announce NOW that you are installing new Illinois Display Cases—Clothing Cases—Hat Wall Cabinets—Out-Door Cases.

Better NOW, than later, when you may find it difficult to get on-time delivery.

Let us know what store equipment you could well consider replacing. We will send catalogs and full particulars. We will give you further reasons why your inquiry NOW is WORTH YOUR WHILE.

Illinois Show Case Works

1729-37 No. Ashland Ave.

Chicago

More New Schack Ideas

"Schack's Christmas Flower Book" is out—and it is the best flower book we have ever published. From cover to cover it is filled with new ideas that will help you with your holiday displays.

As usual, we are offering this season many new flowers, vines and a large number of other exclusive decorative specialties that have never before been shown. A few of these are shown in the accompanying illustrations and there are many more in our big Christmas Flower Book.

In addition to the novel and beautiful new decorations, there are many photographs made in our studios showing how to use them. These include complete window settings, backgrounds, panels, units, stands, etc.

Whether you have two or twenty windows to decorate, you will find in this book the needed decorations and many original and artistic ideas for using them.



This is the book that will set the window dressing styles for the coming holiday season.

Send Now for SCHACK'S Christmas Flower Book

It contains more practical ideas for holiday window decoration than any other book ever published.

It will help you to make your windows better and save you half the cost of decorations.

Why not plan your holiday displays early and have the decorations made to your order—just as you want them. We can do this for you at no extra cost.



SANTA CLAUS

Here is a jolly old Santa Claus who will appeal to every child. He is a big, cheerful old fellow nearly three feet tall. Made of papier mache and carefully colored.



Here is a fine festoon to hang across the window background or between columns inside the store. The big letters are rustic or green and red frosted. Letters are movable and can be placed any distance apart. Inexpensive, very effective and new. You can use many of them at small expense.



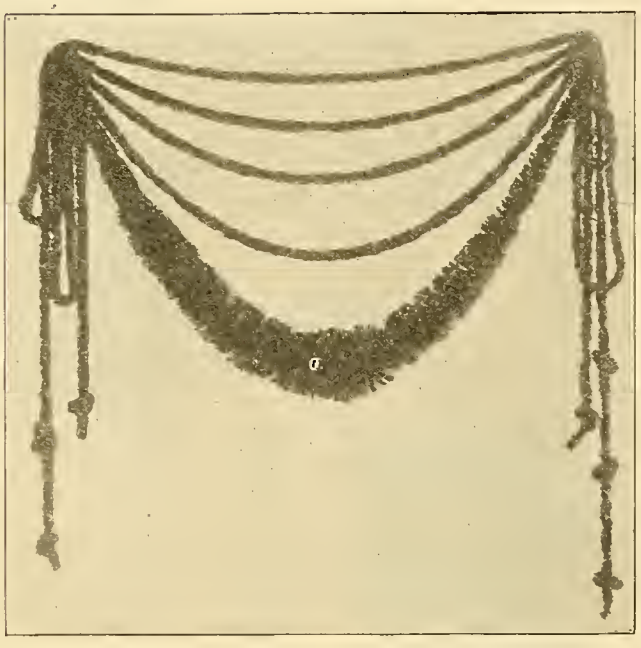
Another new Schack product. A beautiful red berry vine. Strikingly effective for holiday decoration.

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. CHICAGO

for Your Holiday Displays

It is the policy of the Schack Artificial Flower Co., not only to offer the newest and most attractive decorations at the lowest prices consistent with good merchandise, but also to show the decorator the best ways to use our products. This costs us thousands of dollars each year, but we are glad to spend this money as we know this service is appreciated by the American displayman.

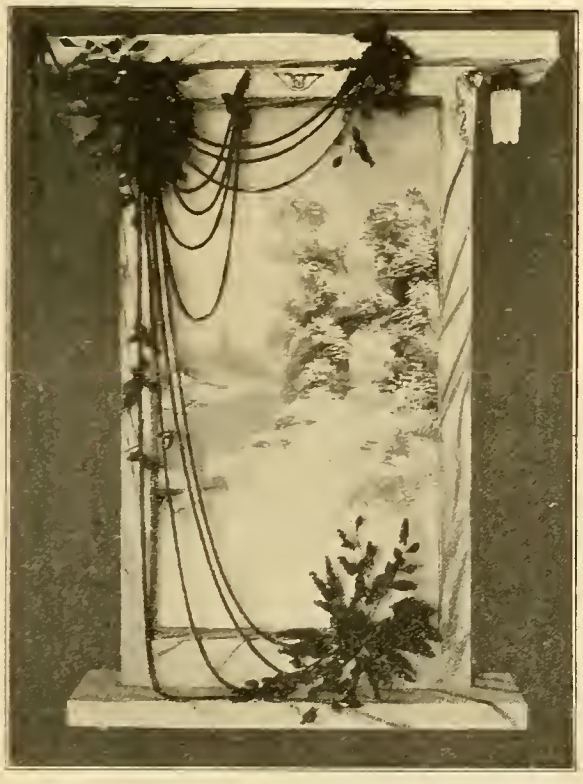
On these pages we show only a few of the hundreds of splendid ideas from our new Christmas Flower Book, which we will be glad to send you free for the asking. You have been missing a mighty good thing if you have not been receiving our Flower Books regularly.



At the right is shown a new decorative specialty. It is Japanese wood fibre roping and festooning. The roping comes in two sizes, ⅝ and 1-inch in diameter. The festooning comes in 4-foot lengths and is 4½-inches in diameter in the middle.

Both roping and festooning come in bright red or green. This novelty can be used in hundreds of artistic ways and the price is so low that large quantities can be used at very little expense.

Use Japanese wood fibre decorations in combination with Schack Flowers in your holiday decorations.



At the left is shown a decorative unit composed of a Schack scenic painting in a framework finished in Rock Crystal and trimmed with red Salvia Sprays and Japanese Wood Fibre Roping. This makes a handsome unit which any trimmer can reproduce at small expense if he builds the frame himself.

At the right is shown one of our new unit stands sawed from Upson Board. It has a papier mache bowl filled with flowers and ferns. The Japanese Wood Fibre Roping adds a graceful touch. You will find hundreds of suggestions like this in our Christmas Flower Book.

The originality and newness of our designs recommends them to every progressive displayman.



Send in your orders early and avoid possible disappointment. Orders received now will receive the best possible attention.

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. CHICAGO

We Can Fill Your Orders
Plenty of Stock
No War Prices

Our Late Fall and Xmas Designs are **BETTER THAN EVER**



We have a complete line of decorations for **Late Fall and Xmas.**

Let us help figure on your trim.

Our Xmas Catalogue will be out October 15th.

We would be glad to figure with you on your **Window and Interior Trim.**

Now is the time to get busy.

Write now for our **Xmas and Late Fall Catalogue.**

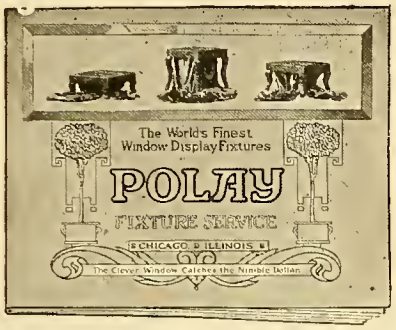
L. BAUMANN & CO.

Importers and Manufacturers

357-359 W. Chicago Ave. **CHICAGO**

This Great 64 Page Educational POLAY CATALOG FREE

FROM every part of America-from Mexico-from Canada and even from abroad we have received innumerable requests for this new big 64 page POLAY idea that has created such a profound impression among merchants and trimmers. It stands to reason that a work so exhaustive, crammed chock full of such splendid merchandising and trimming ideas, MUST be recognized as the supreme in its field. This book, published at an immense expense, reflects the brains of one of the most talented trimming artists in this country, Mr. D. A. Polay. The book portrays the very latest ideas in arranging and trimming clothing, furnishing goods, shoes, millinery and other goods. It shows how displays may be worked out to bring the highest degree of returns. It shows the clever Unit trims and ideas. It shows the clever usage of plush. It portrays sets of fixtures that fit the needs of each line of clothing-shoes and furnishings, likewise millinery. It brings home to you a hundred and one ideas that YOU ought to know and that your trimmer will welcome. We have a copy of this book ready for you. All you need to do is ASK for it. Write us today for a FREE copy.





WE call attention to Polay's new plateaux, French leg style, with removable slab allowing the use of the handsome plush drape effect. Such creations in your windows trimmed with your goods are BOUND to bring you results. Note prices and descriptions:

No. 502 Plateaux. 18x18 top; 18 in. high.

Mission finish.....$4.00
Polish or dull rub 4.50



ANOTHER Polay Plateaux with the charming French leg effect is shown here. This is somewhat lower in design than the first one shown. The legs may be removed to make a floor drape, also has removable slab for plush drape.

No. 502 Plateaux. 18x18 tops; 12 in. high.

Mission finish..... $3.50
Polish or dull rub..... 4.00



HERE is still another Plateaux from Polay line. It sets even lower than the one above. Has removable slab for plush drape. Order a few of these plateaux and watch how they will beautify your windows. Note Prices, etc.:

No. 502 Plateaux. 18x18 tops; 8 in. high.

Mission finish.....$3.00
Polish or dull rub..... 3.50

Complete set of 3 Plateaux as illustrated above: Mission Oak Finish, $10.50. Polish or Rubbed Finish, $12.00.

POLAY
FIXTURE SERVICE
OFFICES AND FACTORY
926 FULTON STREET
Down Town Show Rooms, 615 Medinah Bldg.
CHICAGO, - U.S.A.

For Your HOLIDAY Display Use
Carter's Famous Greens

and you will be more than pleased with the clever ideas which can be executed that will greatly improve the appearance of your show window and interior displays.



Prompt service, lower prices and better goods—that's why the demand for **Carter's** Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Low Express Rates.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.
Case No. 1 contains 600 sq. ft., weight 50 lbs., Price $4.50
Case No. 2 contains 400 sq. ft., weight 30 lbs., Price $3.50
Case No. 3 contains 300 sq. ft., weight 25 lbs., Price $3.00
Case No. 4 contains 200 sq. ft., weight 20 lbs., Price $2.00

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per doz. $1.50
Per 100 ..... $8.00
Chamaerop Palm Crowns.....Per doz. $2.00
Chamaerop Palm Leaves.....Per 100 $2.50
Sabal Palm Leaves, the large kind.....Per 100 $2.50

MAGNOLIA FOLIAGE

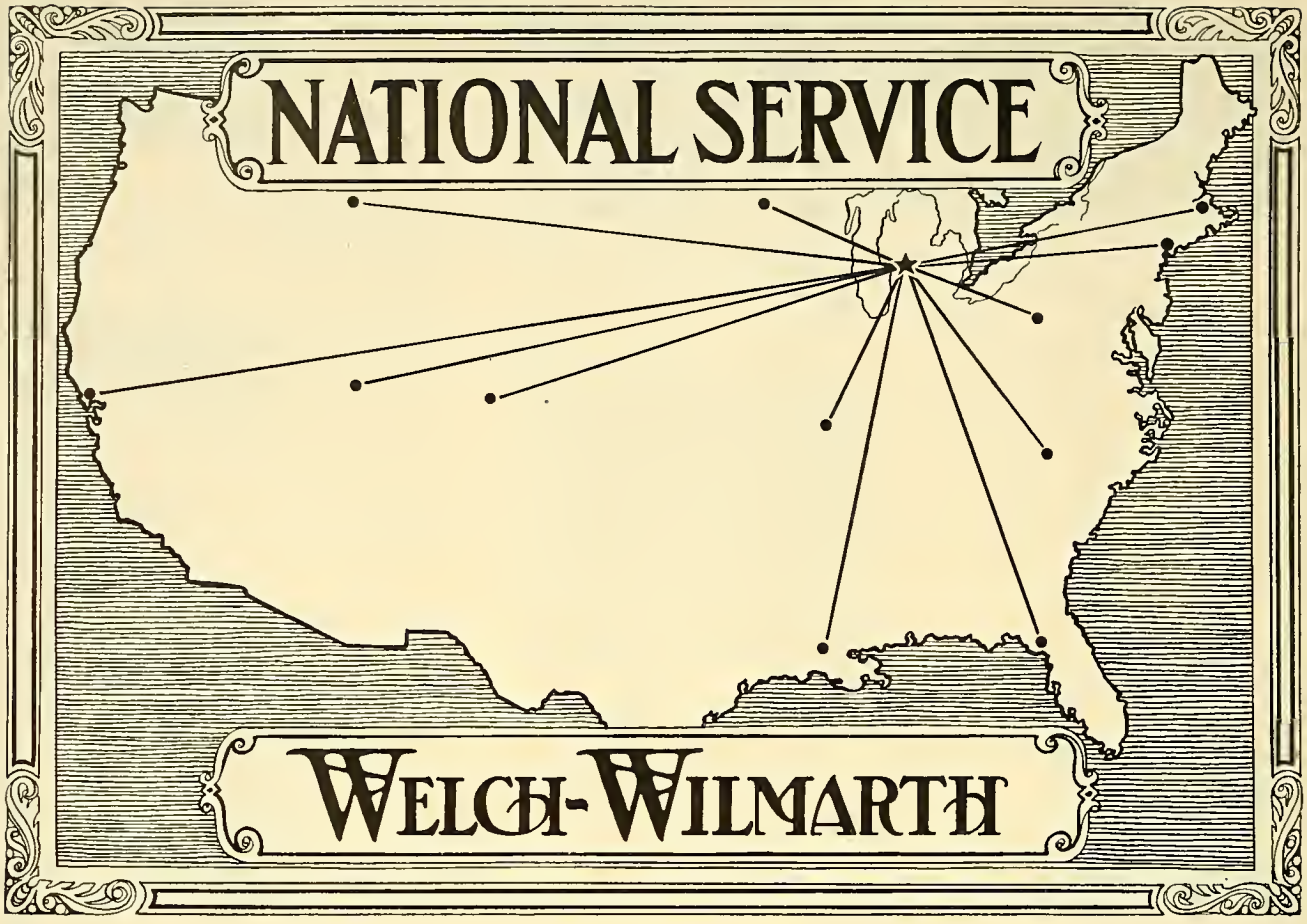
Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, for lining windows, etc; per sack of 15 lbs. $2.00

Fadeless Green Sheet Moss, per sack of 100 sq. ft. $4.00

Laurel Festooning, Heavy Grade, 5c Per Yard

GEO. M. CARTER :: EVERGREEN, ALA.



The Organization Back of the Equipment

WHEN you come to consider the purchase of new equipment it will be well not only to find out about the fixtures themselves but also what is "back of" and "goes with" the fixtures. In the case of the Welch-Wilmarth lines you will find big modern plants making fixtures in a big way, and located in the very heart of the fine wood-working industry. You will find a "national" organization with representatives in every part of the country to give "personal" service.

WHILE there are many makes of good fixtures we believe that investigation will convince you that the Welch-Wilmarth lines have many points of superiority. Two instances are Welch Revolving Wardrobes and the latest type of Wilmarth Interchangeable Unit Fixtures.

THAT Welch-Wilmarth fixtures are "extra good" is shown by the fact that we have had to build a big addition to the Wilmarth factory; an addition to the Welch plant; open a new showroom in Minneapolis and a fine new showroom in New York City.

Mere claims carry little weight. If you are willing "to be shown", however, we would like to present our facts. We would like to do one of three things—send printed matter—have a representative call—or have you visit one of our showrooms.

WELCH MANUFACTURING CO. **WILMARTH SHOW CASE CO.**

7 Lyons Street GRAND RAPIDS, MICHIGAN 1524 Jefferson Ave.

(Wardrobes licensed under Smith Patents)

New York ..... 20 West 30th St.
Chicago..233 West Jackson Blvd.
Boston..... ....21 Columbia St.
St. Louis....1118 Washington Av.
Minneapolis.....27 N. Fourth St.
Des Moines.....Shops Bldg.
San Francisco.....515 Market St.
Pittsburgb.....406 House Bldg.

Made In Grand Rapids Made In Grand Rapids Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXV
NUMBER 4

OCTOBER 1914

Single Copies
Twenty-Five Cent

LIGHTING PROBLEMS

WINDOW AND STORE LIGHTING ARE AN IMPORTANT FACTOR IN RETAIL SUCCESS AND THE SYSTEM OF ILLUMINATION USED SHOULD BE THE BEST OBTAINABLE.

CONSIDERING the importance and the amount of expense involved in window and store lighting, that in every city there can be found a considerable number of important stores that are poorly lighted either as to windows or interior, or both. In the windows and in the store it is of vital importance that the illumination should be as nearly perfect as possible. The light must be of the proper color; there must be just enough of it—neither too little nor too much—and it must be distributed just where it is needed. Most stores today are well lighted, but there are still hundreds that could be greatly improved.

In a great many cases poor window or store lighting costs more than perfect lighting would. This is because improper lamps or reflectors are used. The same lamps and reflectors might answer admirably in another store with different physical characteristics. One reason for misfit lighting appliances is due to the fact that the merchant selects the equipment himself. He visits some store that has an admirable lighting system and decides that he would like to have a similar one. After finding out all about the lamps, reflectors, etc., he goes home and has the same system installed. It is more than an even chance that the installation will not prove satisfactory because it is unlikely that the physical conditions are the same in the two stores. One may have higher ceilings than the other, or the merchandise may be different in color, or there may be many other differences that will have their effect upon the lighting. The same applies to window lighting.

EMPLOY AN EXPERT

There is only one way to be sure of the best lighting results either in the window or inside the store and that is to employ an expert to diagnose the requirements and then have installed those fixtures that are best adapted to the situation. It is reasonably safe to say that no merchant is qualified to select a lighting system for his store without assistance. He knows little or nothing as to the scientific phases of illumination. Neither is the average central station "expert" to be entrusted with the selection of equipment—he may know all about practical store lighting, but the chances are that his exact knowledge of lighting in relation to different kinds of merchandise is not sufficient to enable him to get the best results. Architects sometimes select the lighting equipment for stores but in most instances they too are lacking in the practical and intimate knowledge of the subject.

On the other hand there are illuminating engineers and others who have made a specialty of store and window lighting and who may be depended upon to pass upon the requirements of any store and specify a lighting system that will develop the most perfect illumination possible and at a minimum cost. When it comes to illumination each store is a separate problem that has to be figured out. Take the inside of the store, for instance—here the height of the ceiling has to be considered. Some types of lamps are good for low ceilings while others are better for high ones. If reflectors are used there are various types that must be considered. The color of the merchandise is another factor—dark goods, such as men's clothing, requires a different manner of lighting from that used for light colored merchandise. The kind of merchandise also makes a difference; the carpet and rug department require a light having its greatest intensity on the floor, whereas in most sections the greatest illumination should be about on a level with the top of the counters where the merchandise is displayed. And so it goes. There is little wonder that the average man, even though he may know much about lighting in general, lacks the special information and experience necessary to the successful planning of an illuminating system for a big store.

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What has been said about general store lighting applies equally to window lighting. Compared with conditions a dozen or more years ago, the windows of today are wonderfully well lighted. This is due to the new and more efficient lamps and to the scientifically designed reflectors, one or another of which can be found to cover any window requirement. However, there are still many stores with badly lighted windows due to antiquated fixtures or to poorly selected modern fixtures. With the several types of reflectors that are now to be had, any window, large or small, high or low, shallow or deep, can be lighted perfectly—providing the proper equipment is selected.

WINDOW LIGHTING

This selection should not be attempted by the merchant or the display man without competent advice from an expert. There are so many things to be considered that it is easy for an inexperienced man to make a slight miscalculation which will result in dissatisfaction. The lighting engineer, however, may be depended upon to make no mistakes. It is his business to know how to get results. He measures light just as the merchant measures calico and he can handle it with perfect precision. If a certain degree of illumination is required at a given level he knows precisely which lamp and which reflector will best accomplish the desired result. He does not guess—he knows.

And the services of the lighting engineer cost nothing at all. One or more competent illuminating engineers are employed by every concern that supplies standard illuminating fixtures. All that is necessary is to furnish the expert with all of the necessary information—you will note that we said ALL of the necessary information. Make a diagram of the window, giving accurate measurements of all dimensions. Tell how the background is finished, the kind of merchandise to be displayed, the height to which the window is usually trimmed, the height of the background and whether or not there is glass above it—if there is any irregularity about the window, insert it in the diagram. Information should also be furnished as to street lights and the lighting of the store windows across the street. All of these things will be taken into consideration by the expert in deciding upon the best system of lighting. And this valuable service is altogether free. By all means get in touch with an experienced lighting engineer before purchasing lighting equipment for the store. He will insure you the best results and in many cases will specify a system that will soon pay for itself in current saved. Remember that good illumination is largely a matter of knowing how, and that poor lighting usually costs more than good lighting.

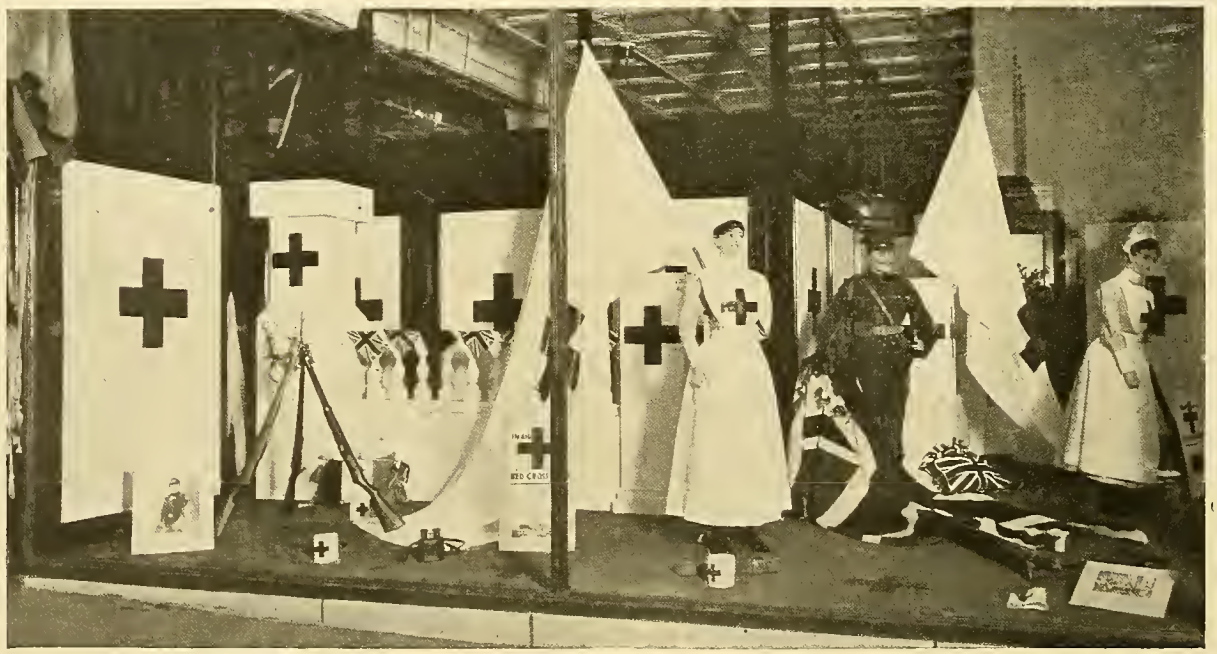


Plate No. 9086—Red Cross Display by F. E. St. Jean for A. E. Rae Co., Ottawa, Ont.

With the European war practically monopolizing public attention, show windows will naturally reflect this widespread interest to a greater or lesser degree. The Red Cross window shown here was one of thirty-six recently installed by Mr. St. Jean for the Rea Company on the occasion of a special "Red Cross Sale" held for the benefit of sufferers in the war. On "Red Cross Day" a large number of the leading ladies of the Canadian Capital took charge of the Rea store for the day and presided over the various departments. Five per cent of the total sales had been donated to the Red Cross organization. Mr. St Jean's thirty-six windows, backed up by plenty of good newspaper publicity created a great amount of enthusiasm as was evidenced by the sales which amounted to approximately $35,180.00 for the day. Of this amount, the Red Cross fund received $1,759.00. The decorative scheme was quite simple, being white panels, each with a large red cross in the middle. The window shown is typical of the series. All of them were filled with pictures, maps, flags, arms, etc., suggestive of the war and the Red Cross. These windows attracted great crowds.



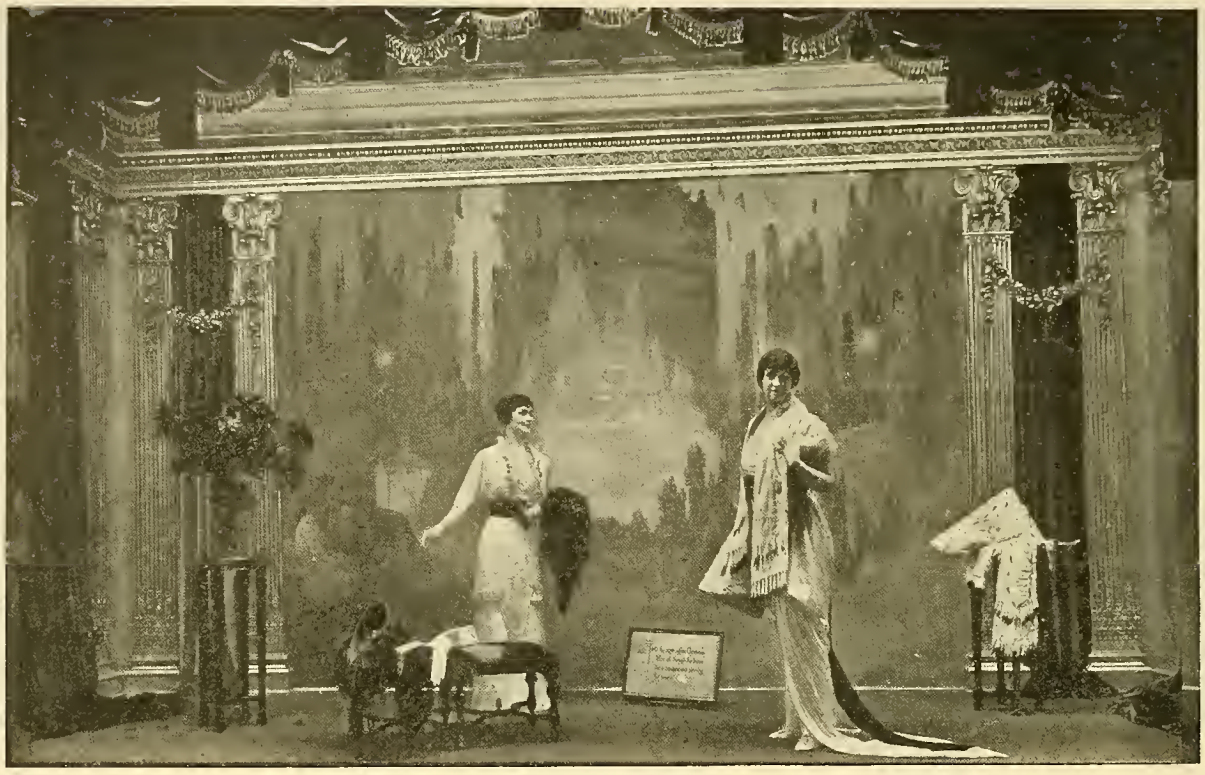
Plate No. 9087—Mechanical Holiday Display by Wm. Butement for Forbes & Wallace, Springfield, Mass.

Here is shown an attraction for the toy department which could easily be used for a window display. It was built principally of composition board, cut out and painted. The cut-out trees were trimmed up with genuine branches heavily frosted which added much to their apparent reality. An electric railway ran around the display, passing across the foreground. Mechanical and other toys, including automobiles and carriages of various kinds were arranged in natural groups as though waiting for the trains which passed at frequent intervals. The cost of this setting including all materials, carpenter and electrical work, was $225. It occupied a space 20 by 12 feet.
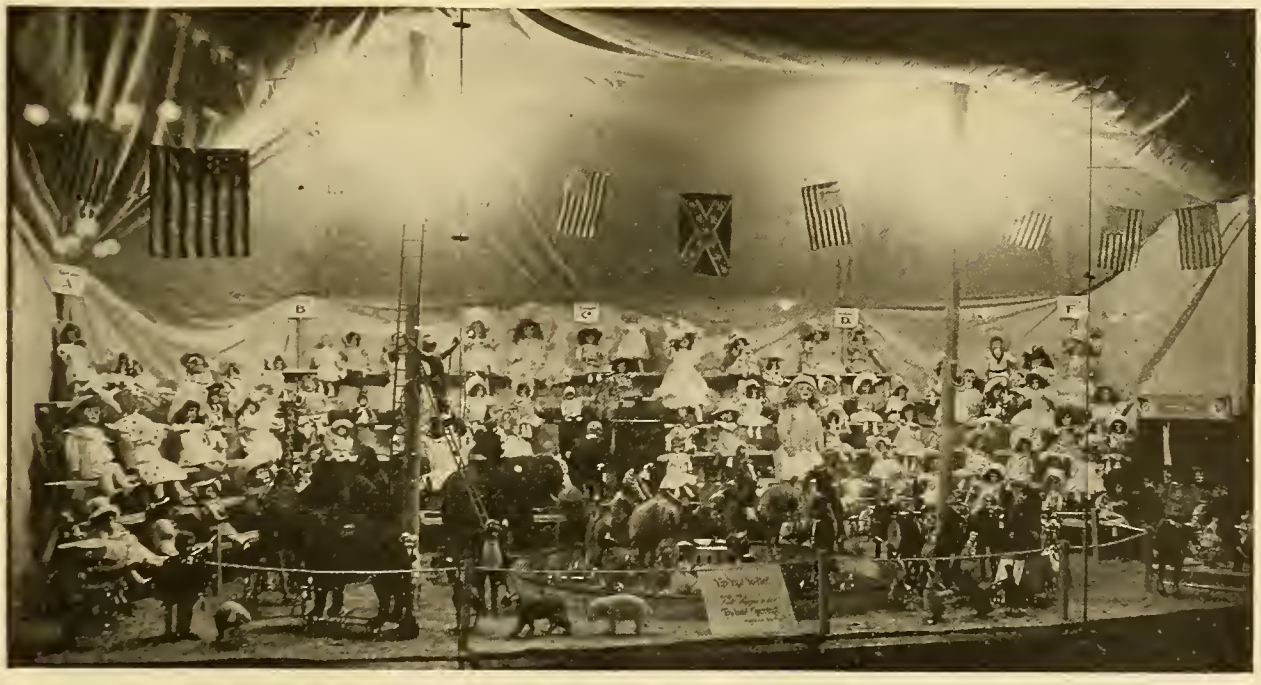


Plate No. 9088—A Toy Display by John C. Mackey for M. Rich & Bros. Co., Atlanta, Ga.

Here is a display that was put in to announce the opening of Toyland. The window was handled in a manner that gave a remarkably realistic impression of the inside of a circus tent. The big, sagging "canvas" covered entirely the top and walls of the window. In the middle were the two big poles with their clusters of lights, with the usual ropes, ladders, etc. In the middle of the back was the entrance to the "dressing tent" and from this a path led to the ring where an equestrian performance was going on. Outside the ring the big tent parade was in progress. All sorts of animals—from elephants to trained pigs and geese were in the procession and there was a regulation band, clowns, etc.



DECORATED IN SILVER AND AMETHYST BY E. M. McCARTNEY.

Horne's Christmas Decorations

THE store of the Joseph Horne Company, in Pittsburgh, has remarkably well constructed windows. They are large, handsomely fitted and well lighted, and E. M. McCartney, the display man for this fine store, understands fully how to get the most from these windows. He is an expert in design, color and arrangement, and his opening displays are always admirable. We illustrate here two of the displays put in early last December by Mr. McCartney for the holiday season. A picture of the interior is also shown. There was a series of ten windows, all of which were treated in the same general style as the two shown here. Each had at the back a large painting in delicate tints, portraying some scene connected with the story of Christmas. The window in which only two figures are shown was an exceptionally pleasing setting. The



THIS WINDOW BY MR. McCARTNEY WAS IN CRIMSON AND GOLD.



THE INTERIOR OF THE HORNE STORE DECORATED BY MR. McCARTNEY.

columns and all of the other architectural details were finished in silver. All of the draperies and floor coverings were in shades of amethyst, making a most agreeable combination. The painting was a mystical landscape with a mother in the foreground reading to her children on one side. On the other stood Christmas fairies. A large bouquet of poinsettias in a silver and glass receptacle added the finishing touch to this setting. In this window the show card bore the first verse of the old Christmas rhyme, beginning: "'Twas the night before Christmas——." In the next window was the second verse, and so on, as long as the verses lasted.

The other window was somewhat similar, but was handled with a variation in the color scheme. In this one the large frame or architectural effect was in gold and the draperies were crimson. The carpet was black. The background painting showed a party of children in a large hall, dancing around a big Christmas tree. Poinsettias were also used in this display. The remaining details can be made out from the picture.

Another picture shows the interior of the store decorated for the same occasion. The colors were green and red. The great columns were covered thickly with green foliage of natural preserved beech. The many garlands were bright red. Crystal glass lighting fixtures were bought especially for this occasion and thirty of them were used along the main aisles. One hundred and ten good sized evergreen trees were used for this decorative scheme. Each was placed in a large, square box covered with birch-bark. This made a rich and dignified scheme of decoration that was in keeping with a high-class store such as this one. In the picture the effect may appear a trifle dark, but this is a fault in the picture, as the store was brilliantly lighted, as may be seen in the detail of the small articles shown in the foreground. Decorations in which green foliage is prominent are always pleasing at Christmas time.

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THE DISPLAY man who complains that his workroom is crowded should visit the quarters of some of the decorators for the big department stores of Chicago and other large cities. Some of the best known decorators, who are renowned for their wonderful window work, are quartered in little cubby holes not much larger than a good sized dog house—yet they get their work done and think nothing of it. It has long been a theory among merchants that any place at all is good enough for the window man or card writer. Of course, that is the wrong idea, but it can't be changed and one must take things as he finds them and make the best of it.

GENERAL PUBLICITY DISPLAYS

WINDOWS INTENDED TO ATTRACT ATTENTION AND ADVERTISE THE STORE IN A GENERAL WAY. RATHER THAN TO DISPLAY MERCHANDISE, PAY IF THEY ARE HANDLED PROPERLY

WITHOUT QUESTION the show windows of any store are worth more between Thanksgiving and Christmas than at any other time during the year. Merchants generally realize this fact and try their best to make their windows pull for all they are worth, at that time. But the ideas of different merchants and display men as how best to make Christmas windows accomplish the most, are extremely varied. Most merchants have the opinion that the holiday windows should be dressed more stockily than at other seasons. They believe in showing just as much as can be shown to good advantage without overcrowding, and they also believe in showing more of a variety of lines than at other seasons. That probably is the correct idea as to holiday display.

Other merchants insist upon crowding the window as full as possible with little regard for arrangement or the appearance of the merchandise. This is done on the theory that just before Christmas everybody is looking for gift suggestions and the more articles there are displayed in a window, the more likely a person is to find something to his liking. Unquestionably there is something to this—theoretically, but—window display is more a matter of practical facts than of theory and it is generally conceded by the best merchants that, with the exception of the ten-cent goods and similar inexpensive lines, overcrowded windows do not pay. Still other merchants—those conducting the "most exclusive" stores—show their merchandise in the same "high class" manner in December as in any other month.

It is highly unusual, however, to find a big and prosperous store in which window after window contains only tableaus with no merchandise that is for sale. For several years in succession the store of Sibley, Lindsay & Curr Co. of Rochester, N. Y., used their window only to attract and entertain the thousands who came to see them. The members of this firm are generally credited with being unusually capable merchants and the fact that their many fine display windows were used in this way more than once would seem to indicate that the plan paid. For the seasons of 1911 and 1912, Sibley, Lindsay & Curr Co. filled their windows with the wonderful miniature scenes that have been reproduced in this journal and with which our readers are familiar. Last Christmas however, Mr. Pierce adopted a different style as shown in the two illustrations we reproduce.

In a number of the windows were shown reproductions of paintings by William L. Taylor illustrating the poems of Henry W. Longfellow. In these settings, Mr. Pierce showed the same accuracy and attention to detail that he has shown in his former Christmas displays. He has carried out the spirit as well as the composition of each picture with remarkable fidelity. Each window had a long show card giving the title of the picture and crediting the artist, and another card on which the stanza was given from which the artist drew his inspiration.

In displays such as this it is an easy matter to make little mistakes that will spoil the entire effect. For example, in the picture, "The Hanging of the Crane" it would have been much easier to find a Springfield musket to hang over the fireplace than to find an old powder and ball rifle. Also, a Civil War saber would be much more easily obtainable than the revolutionary sword that hangs beneath the mantel. The same applies to all of the many details that appear in this and the other display. A modern piece



A PICTURE WINDOW BY E. D. PIERCE—EVERY DETAIL IS CORRECT.



THE "HANGING OF THE CRANE"—DESIGNED BY E. D. PIERCE.

of furniture in either of these displays would have spoiled the effect of it.

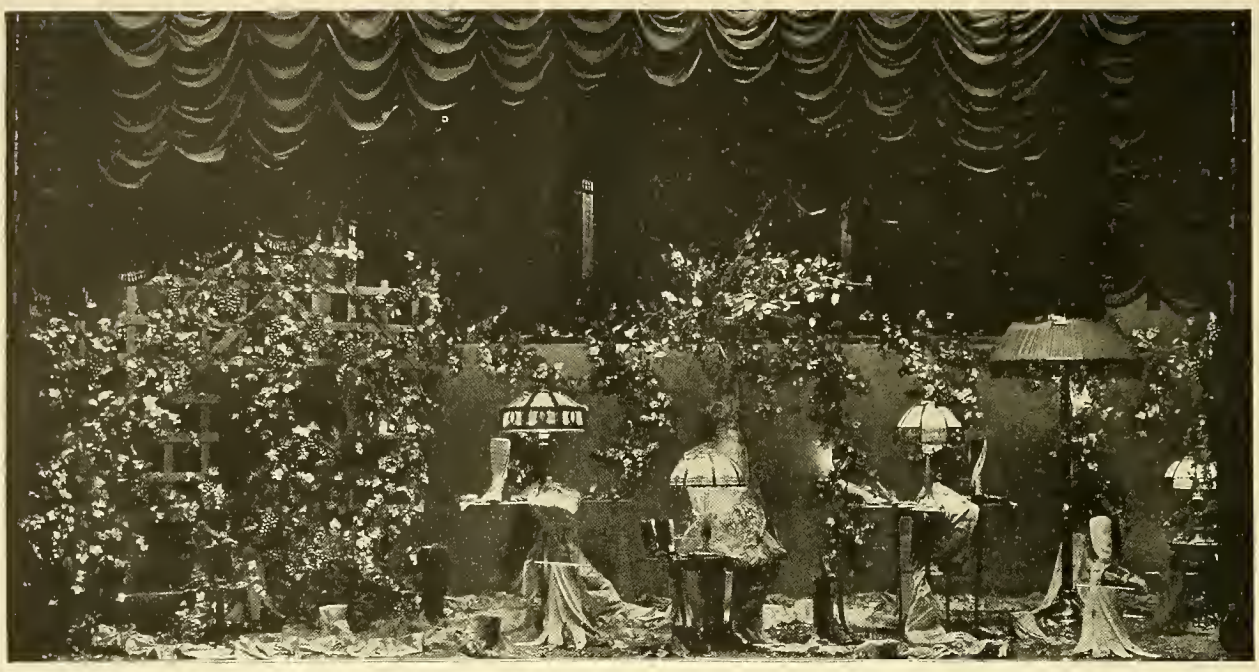
It was not the purpose of these displays to sell goods directly but to bring people to see them and to suggest the Christmas spirit. And that is the purpose of all general publicity windows used during the holidays. Of course there are not many stores that could afford to devote all of their windows to a series of tableaus. And of those whose standing might justify it, there are few merchants who would have the courage to step so far from the path of precedent. However, the thing has been done with marked success as is proved by the case of Sibley, Lindsay & Curr Co.

While there are few merchants for whom it would be practicable to use window tableaus on a large scale, most stores will find it profitable to have a spectacular display of some sort at Christmas time. Whether it is in the window or in the toy department, if the display is a good one, it will draw crowds to the store, and the people who come will send others. Good general publicity windows pay.



Plate No. 9089—A Holiday Window by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

This is a stocky display of gift goods. The purpose was to offer as many gift suggestions as possible without unduly crowding the window. China, cut glass, portable lamps, domes and silverware were shown. Pedestals and glass shelves made it possible to display a big line without crowding. The window resulted in many sales.

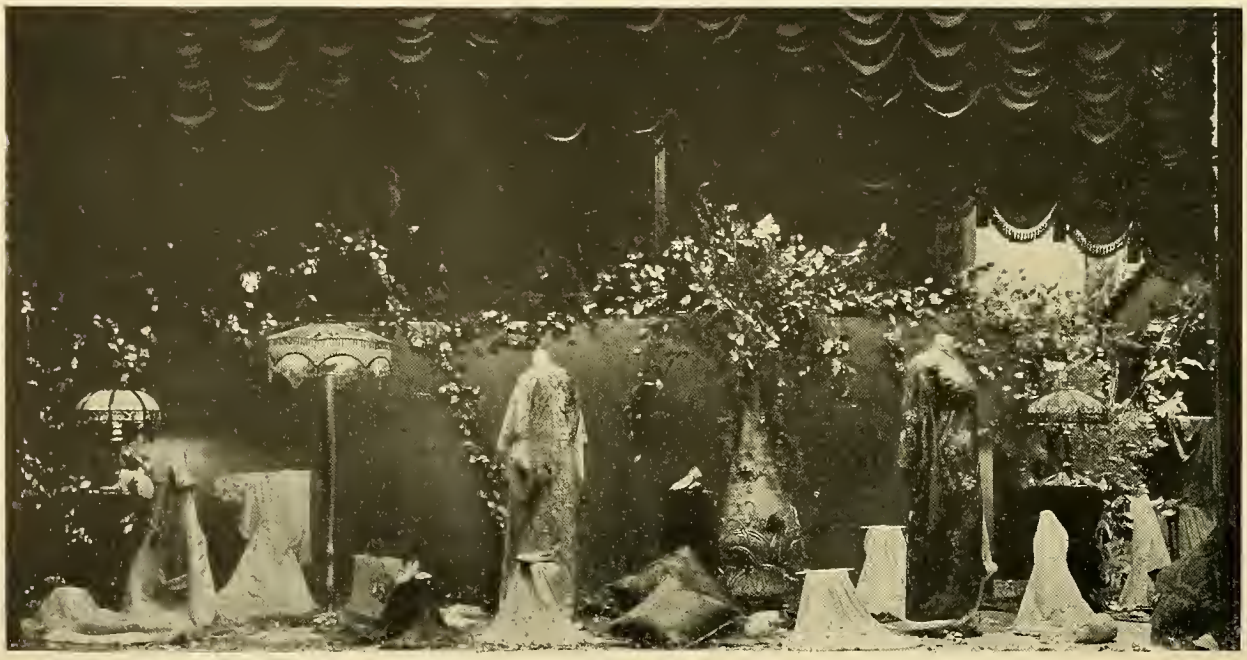


A BEAUTIFUL WINDOW IN GOLD DECORATED BY CHARLES VOSBURG.

Handsome Holiday Decorations

PITTSBURGH stores have long borne the reputation for magnificent window and interior displays to celebrate the more important merchandising events of the year. While most of the large stores of that wealthy city carry out elaborate decorative schemes, the establishment of McCreery & Co. is regarded as a leader and great things are expected every opening season. Nor are the high expectations of the public disappointed. Charles Vosburg, the display man for McCreery & Co., is an artist of rare capability, and he has the advantage of having at his disposal far greater resources than the average decorator even in a great department store.

This store has excellent windows and a wealth of magnificent merchandise that can be drawn upon to beautify the displays. Mr. Vosburgh's settings generally run to simple, rich effects, rather than to gorgeousness. His windows last Christmas were an example of his style. Several of the windows are shown here, but the reproductions in flat black and white give but a faint idea of the beauty and richness of the windows themselves. This series was carried out almost entirely in rich gold and one might have readily imagined that old King Midas himself had a hand in transmuting the decorations and merchandise into precious metal. These windows, with their gold walls and floor coverings, attracted a wonderful amount of interest, not only



THIS WINDOW BY MR. VOSBURG WAS CARRIED OUT IN THE JAPANESE STYLE.

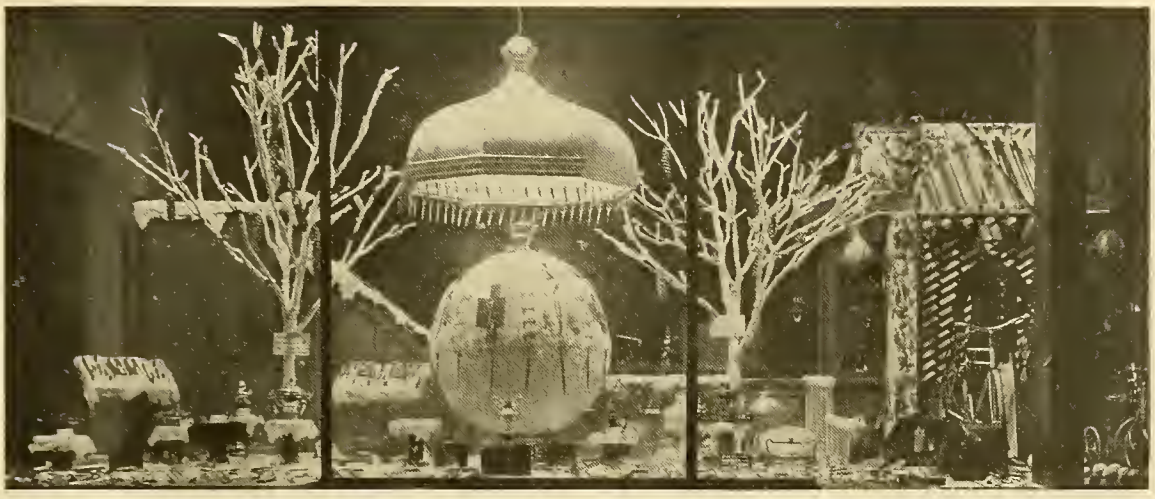


Plate No. 9090—Holiday Display by E. L. Young for Barrett Hardware Co., Joliet, Ill.

This is one of the many excellent photographs exhibited at the Chicago convention of the I. A. D. M. Over the middle of the window was suspended a large illuminated dome around the lower edge of which was a fringe of scissors. Below this was a large globe covered smoothly with white cotton. The globe was surmounted by a chafing dish and all over it were arranged cutlery, etc. Cotton covered trees stood at the sides.

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because of the unique decorative scheme, but because of the magnificence and real worth of the merchandise displayed.

One picture shows a shoe display. A graceful vine heavily laden with bountiful clusters of gold grapes and glistening foliage traversed the gold background and climbed over a gilded trellis at the end of the window. Novelty evening hosiery and slippers, all in delicate yellows and gold, studded with brilliants, reflected the soft sunny light of many handsome gold, amber and bronze lamps.

In a Japanese window, gold wistaria and smilax made a fitting background for a display that was Japanese and Chinese throughout. Japanese robes and slippers, huge Chinese vases and a tall, graceful Japanese lamp shaded in pale yellow to deep orange blended in perfect harmony. Stray gold leaves were scattered about the floor. In keeping with its character, the merchandise in the window was shown in an unconventional way.

There were other windows in which the same general scheme of decoration was carried out. One was a display of heavily incrusted gold-bordered dinnerware, white and gold porcelain trays, baskets and vases, decorative gold muffin stands and exquisite Venetian glass. Another display was of jewelry, gold frames, dainty gilt fans, etc. No one could pass these windows without being forcibly impressed with the wonderful wealth of choice merchandise carried by this store.



Plate No. 9091—Display of Dinnerware by G. Clement Boultbee for McCurdy Robinson Co., Rochester, N. Y.

Here is an attractive showing of dinnerware. Low pedestals of various heights were used with display tops. These were covered with centerpieces upon which the china was arranged. A number of sets also were arranged on the floor. Velour and a few ferns finished the setting.

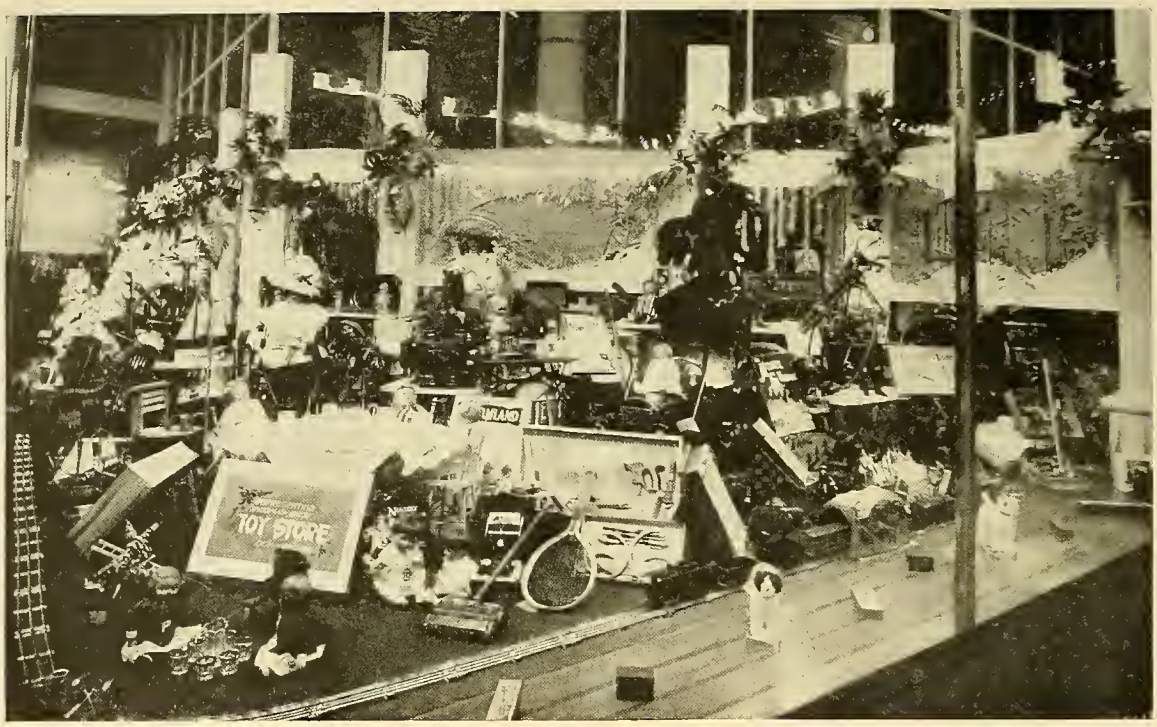


Plate No. 9092—Toy Display by B. A. Smyser for Stone-Fisher Co., Tacoma, Wash.

This picture illustrates the advantage of having an unusually large corner window for special displays. In this case the angle where the two backgrounds ordinarily meet, has been cut off making much more room for display. A great many different kinds of toys were shown in this window. Red poinsettias brightened the setting.



Plate No. 9093—A Holiday Display by Leo Van Courten for Halliburton D. G. Co., Brookfield, Mo.

Here is a setting that looks well and need not be expensive. The background was pure white with a row of white poinsettias near the top. At the upper edge was white chrysanthemum festooning. In the middle of the back and end were placed Santa Claus heads of colored papier mache. These were surrounded by white oak leaves. Two floral units were used. These were built by Mr. Van Coutren from light strips of wood and painted white. Each stand had three large globe shades containing lighted electric lamps. Foliage vines were trained over stands and globes.



Plate No. 9094—A Holiday Display by B. A. Smyser for Stone-Fisher Co., Tacoma, Wash.

The principal colors used in this background were white, silver and red. The middle section had at the top a large oval cut out and back of this was placed a winter scene. Strands of silver tinsel in graduated lengths were hung from the top of the background and red poinsettias and ferns finished off the decorations. A large assortment of handkerchiefs were shown at the back, and in the foreground miscellaneous merchandise.

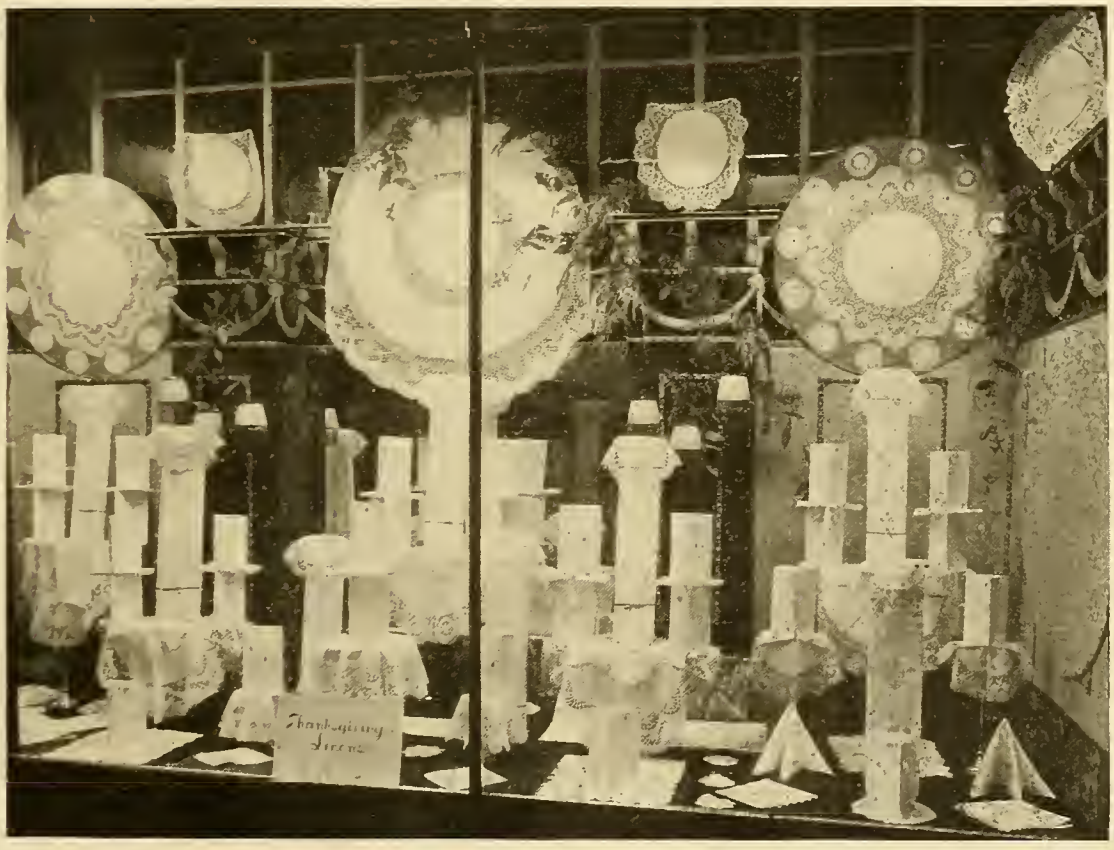


Plate No. 9095—A Thanksgiving Display of Linens by Leo Van Coutren for Halliburton D. G. Co., Brookfield, Mo.

This is a window in which the background is a semi-permanent one designed and installed by Mr. Van Coutren. The lower part is a paneled design relieved by gilt molding. A frieze along the top was covered with plush over which cut-out relief ornaments were applied. The arrangement of the merchandise requires no description.



Plates Nos. 9096-7—Interior Linen Displays by J. A. Koerber for Strawbridge & Clothier, Philadelphia.

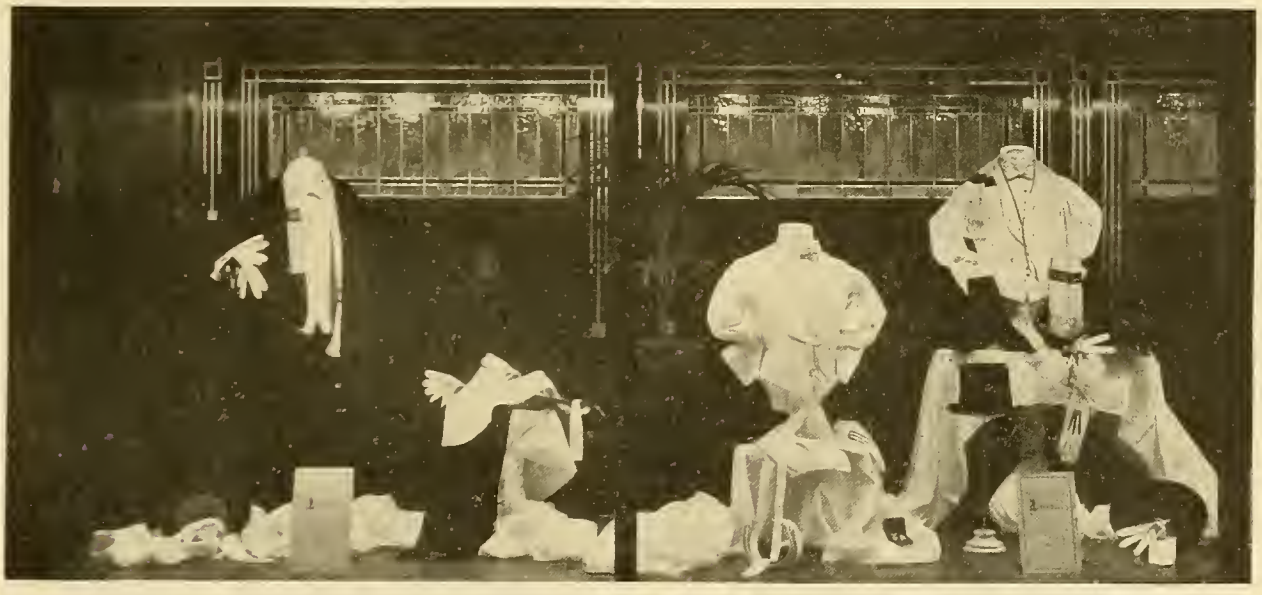
On the occasion of special sales, displays on shelving, ledges and counters are highly important yet they are often neglected or handled in a careless way. Thanksgiving linen sales are only a few weeks ahead and here are some good suggestions for interior display. The pictures show the general scheme so clearly that little explanation is necessary. Two-by-four lumber is used to make uprights with braced bars at right angles at the top. These are placed along the columns throughout the linen section. They are braced at the bottom and held in place at the top by means of wires extending around the column. From the cross-bar are suspended three circles of graduated sizes and on these are fastened embroidered centerpieces. Over the ledges the same scheme is used except that the supports are fastened to the walls. It will be noted in these pictures that all of the available space is used to show linens. Vases filled with flowers placed at intervals give color to the display. Mr. Koerber is a strong believer of the use of flowers in his displays.





Plates Nos. 9097-8—Display of Men's Evening Wear by A. W. Merry for Powers-Behen Co., Denver, Colo.

With the advent of cooler weather society wakes up and there is a materially increased demand for evening dress accessories. To show this class of merchandise properly requires not only considerable skill but a thorough knowledge of correct dress. Most men are quite fastidious as to their evening clothes and an incorrect combination of wearing apparel in a show window is likely to prejudice one against the store. For this reason, the trimmer should be very careful as to how he shows evening dress accessories. It is an easy matter to secure a correct dress chart if the display man is not quite sure as to the various combinations that should be worn on formal and semi-formal occasions. The two photographs reproduced here show an admirable display of formal wear for men. These displays were installed by Mr. Merry for a fashion show and they attracted much attention, incidentally selling a lot of goods. The displays were in four sections of two connected windows.



MOTORCYCLES, after a thorough test covering a number of years, have been found to be a quick, dependable and inexpensive means of handling special deliveries. The motorcycle gets over the ground with surprising rapidity and the maintenance costs comparatively little. Furthermore, it can be handled by one boy, whereas two are generally needed for wagon deliveries. More and more motorcycles are being put into use by the big city stores for this purpose.

EVERY DISPLAY MAN should be able to draw. It is not necessary that he be a finished artist, but he should have at his command a knowledge of at least the rudiments of sketching. It is not within the ability of everyone to become a draftsman, but there are certain general principles of perspective, etc., that any one with horse sense can master. To be able to sketch fairly well and do a little with water colors will be found a wonderful help in planning window displays.



A MECHANICAL TOY DISPLAY BY RALPH DE SHONG.

Toy Displays

MECHANICAL TOYS are now made in such great variety that, with the aid of a little appropriate scenery, the display man can work out a great many different ideas for his toy displays. A favorite subject is the "amusement park" with its merry-go-round, inclined railway and similar attractions. By adding a few mechanical features of his own devising, the trimmer can reproduce an amusement park that will prove a source of never-ending interest to the youngsters as well as to their parents. We show here a picture of a window of this sort installed by Ralph DeShong in one of the windows of the store of the Crook-Record Co. of Paris, Tex., last Christmas.

The background of this display was a copy made from a kodak picture of a scene at Coney Island. The zoo was made of a two-story wire embroidery rack. The domes were wire hen's nests such as may be found in the basement of most department stores. The whole was finished with aluminum paint. The animals, which do not show clearly in the picture, were very attractive. Some of them had movable heads, which were kept bobbing up and down and from side to side by a small concealed fan. This and other fans also served to keep waving the flags which were placed all over the window. Back of the zoo was the "Old Mill Show" with a large mill from the toy department, which was kept in motion. An electric train on a miniature railway made a complete circuit of the window.

The principal attraction, however, was the "Figure Eight" at the right of the window. This was built from the tracks that are furnished with toy trains, about sixty sections of track being used. The cars were made from trucks that were taken from toy



A SETTING FOR SHOWING TOY BOATS BY RALPH DE SHONG.

cars. The framework of the structure was made of light wooden strips painted aluminum. The whole was lighted with a Christmas tree outfit with sixteen lamps. At one side was an elevator which lifted the cars to the top. This consisted of a leather belt that was operated by a small motor and speed reducers. When the car reached the bottom of the incline it was in a position to be engaged by a tin hook on the belt. This carried it to the top of the incline, where it was automatically released and started on its downward journey. It was so timed that one car was at the top when the other was at the bottom. Mr. DeShong had some difficulty in slowing the cars sufficiently on the downward trip to keep them from jumping the track. This was accomplished by having wire obstructions at the fast places. These were strong enough to arrest the speed without stopping the cars. Dolls, swings and other toys constituted the rest of the display. The entire cost of this attraction was practically nothing as everything used could be returned to stock. It attracted much attention and many made special trips with their children to see it.

Another display by Mr. DeShong is also shown. In the foreground was a miniature harbor in which were resting toy ships of all sorts. At the back was a high, steep hill with a city at the top. A railroad ran along the top and there was another lower down. On the side of the hill were miniature pine trees. There were also telegraph lines, castles, soldiers, wooden animals, etc. The back structure of this setting was made in two sections in the workroom. This window did not photograph well. It was much more attractive than the picture indicates.



Plate No. 9101—A Scheme for Post Decorations by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This sketch illustrates a pleasing scheme for post decoration. At the top of the post is an arrangement of light scrollwork that may be painted a dull black to imitate wrought iron. From each of the arms is suspended a lantern made from cardboard and also finished to look like wrought iron. Around the posts bright red poinsettias are to be twined spirally. This sketch was exhibited at the Chicago convention of the I. A. D. M.

DON'T TALK WAR, TALK BUSINESS, is the instruction that is being given to salespeople in many of the big stores. It is an easy matter these days to start a conversation on the war, but such conversations lead to nothing except a loss of time and delay in service.



Plate No. 9100—A Hallowe'en Display by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This was one of a series of windows installed by Mr. Pierce last October. Furniture, china, etc., were shown and the decorations consisted of a variety of Hallowe'en party favors and other decorations of a similar character.

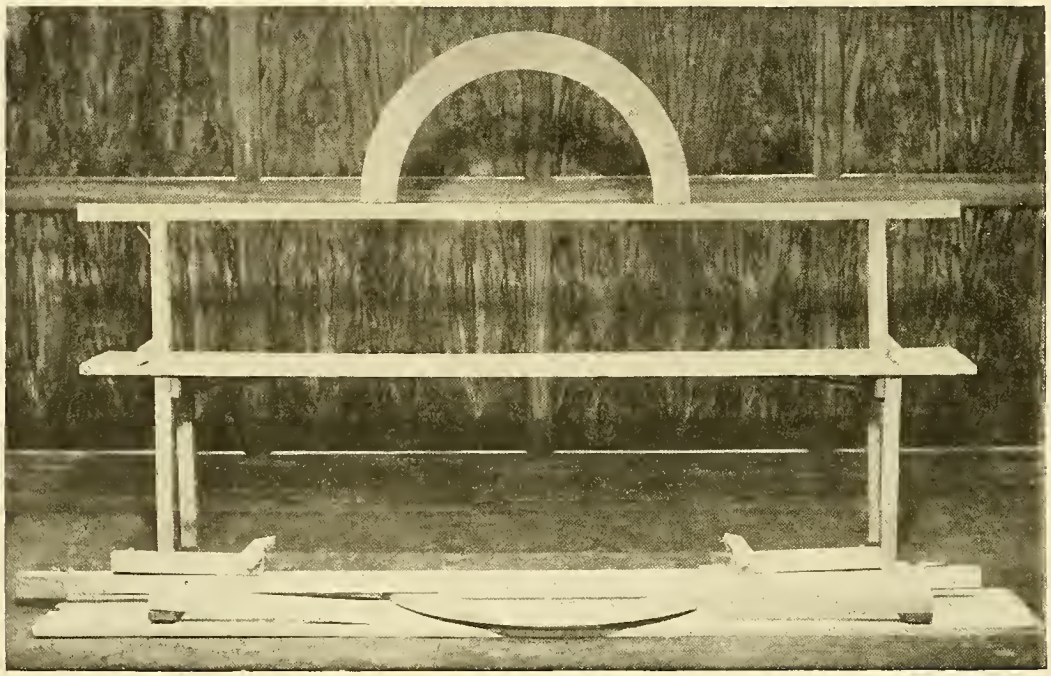
A Useful Display Device

SHOW THE GOODS, get 'em out—up in the air—so people can't help seeing them. That is the motto of the average modern merchant. It was once the custom to keep all merchandise under cover as much as possible. Everything that could be kept in boxes or cases was kept stored away until it was asked for by the customer. In many stores was the once familiar sign—"If you don't see what you want, ask for it." The idea was to keep the stock free from dust and dirt as well as to guard against the possible shoplifter. In these days the idea is to get the merchandise out where people can see and handle it—and thereby to sell it before it has a chance to become dirty. With a crowd of people inside the store, it is necessary that many must be kept waiting, and these will spend their time in looking at any merchandise that may be in sight. If goods are within reach with price tickets to indicate the prices, sales will be made automatically. That is the theory upon which the five-and-ten-cent stores operate and their cost of selling is less than that of any other class of retail stores.

It is true that when merchandise is placed within easy reach of any one who cares to handle it, some will be soiled and a small percentage will be stolen but these losses are comparatively so small that they are hardly worth considering. The additional sales made through the easy access to the goods far outweigh any small loss that may accrue.

Some merchandise may be displayed upon the counters, but displays of this sort are limited, as this space must be used for selling goods. The only place left, then, is the space above the counters. Victor Carson, the window dresser for L. H. Field & Co., of Jackson, Mich., has devised a fixture that has proved exceedingly practical and efficient for showing all sorts of small merchandise over counters. It is a simple device that costs very little and answers the purpose admirably. The picture is clear enough to be understood by any trimmer.

This is a wooden framework that can easily be made by any display man who knows how to use a hammer and saw. It can be made of cheap lumber if expense is a consideration, but considering the time it will last and its usefulness, it will pay to use a fair grade of material. These frames are built to stand on counters or tables and their length should be planned with that in view. The lower section is a long table with hinged legs that fold under like the legs on the tables dressmakers use. The upper part is a long plain rack, also having hinged legs that are held in position by means of hooks. On top is a semi-circle designed to facilitate display. When not in use, the fixture may be quickly knocked down and stored away in a small space in the work room.



THIS PICTURE SHOWS MR. CARSON'S COUNTER FIXTURE ASSEMBLED AND KNOCKED DOWN.

Mr. Carson built one of these stands several years ago as an experiment and it was so useful that he made about a dozen more and has been using them almost daily in different departments ever since. When a sale is to be held in any of the departments where the merchandise can be shown on this fixture, as many stands as may be needed are set up and trimmed with goods. Usually a sign or price ticket is placed in the semi-circle at the top. If a special color effect is desired, it is an easy matter to paint the framework in the desired tint with watercolor paint. When the sale is over, the stands are knocked down and carried to the store room to await another occasion for their use. The photograph of the bargain basement shows how a



MR. CARSON'S COUNTER FIXTURE IN USE.

number of Mr. Carson's counter stands are used to display notions during a special sale. These stands have paid for themselves many times since they have been in use, and they are still good for many years of service. They are substantially made and do not easily get out of order. Various merchants and window dressers who have seen the stands in the Field store have copied them and found them highly satisfactory. For the holiday season a number of Mr. Carson's display racks would be of much use in almost any store. They might be used to display a great variety of Christmas merchandise.

Use Card Holders

CARD HOLDERS are not a luxury—they are practically a necessity in a well regulated store. Most of the big stores now use cards of uniform style and size throughout all the departments. And these cards are placed in holders. The holder protects the card, helps to keep it clean and keeps it straight and in place. As the holiday season approaches the need of plenty of sign holders increases. When the store is crowded with Christmas shoppers, many sales will be made through the medium of signs or price tickets and for this reason there should be enough cards to supply all needed information to prospective customers. Without sign holders the cards will become misplaced and knocked to the floor. Good card holders are so inexpensive that there is no reason why every store should not have enough of them.

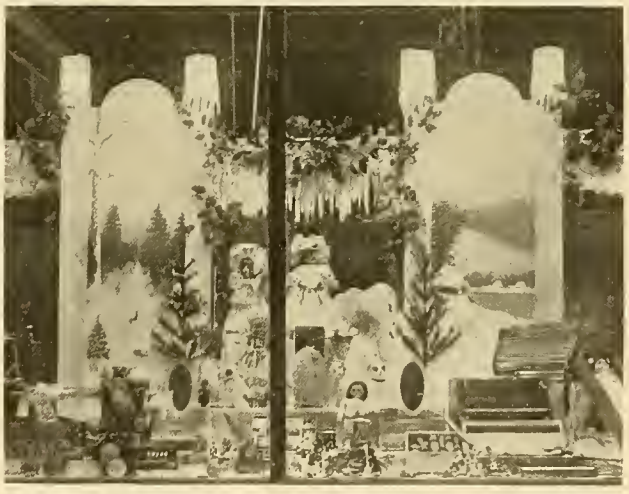


Plate No. 9102—Christmas Display by C. W. Frankenberger for Potter Bros. Co., Mendota, Ill.

This little picture shows only the middle section of a large window. The scenic panels were made of composition board and painted in distemper colors. Holly garlands and poinsettias were used and the cornice was covered with cut paper trimmed with tinsel. The usual holiday merchandise was shown.



Plate No. 9103—Special Hallowe'en Display by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

The purpose of this display was to advertise and sell a brand of witch hazel, and with that in view, the setting was especially appropriate. The background was an appropriate woodland setting and in the foreground was illustrated the old fashioned way of making witch hazel. By the side of an imitation fire an old witch was watching a pot in which hazel branches were supposed to be brewing. Back of her was a collection of branches in front of a tent. At the opposite end of the window was a typical witch hazel thicket from which a raccoon was making its appearance. A barrel of witch hazel was shown on one side and a lot of filled and labeled bottles were arranged on glass shelves on the other. The floor was covered with earth and moss and all of the many other little details were carefully looked after. A show card explained the method of making witch hazel. This was an uncommonly good advertising window showing a single line of goods. That it served its purpose is proved by the fact that it sold three barrels of witch hazel in a single week. Mr. Pierce is an adept at this class of work as well as in general department store display. He never overlooks the important little things.



Plate No. 9104—Toy Display by Clarence E. Duff for J. Katzenstein & Co., Marietta, O.

This is one of a series of similar holiday displays. The color scheme of the background was green and white, the border being an imitation of icicles. At the left was a small figure of Santa Claus with his pack and Christmas tree emerging from a large icicle. He was surrounded by a wreath of white holly tinted with green. Santa's head nodded continually, being actuated by clockwork. The main feature of the display was the design to the right which was finished in green. At the top was a belfry in which hung a bell. Below, on a step effect, were a boy and a girl with their dog. The boy was lifting the girl up so she could ring the bell by means of a tinsel cord. In each of the windows, the figures were arranged in different attitudes. The background and floor were covered with artificial snow and diamond dust. Many kinds of toys were displayed.

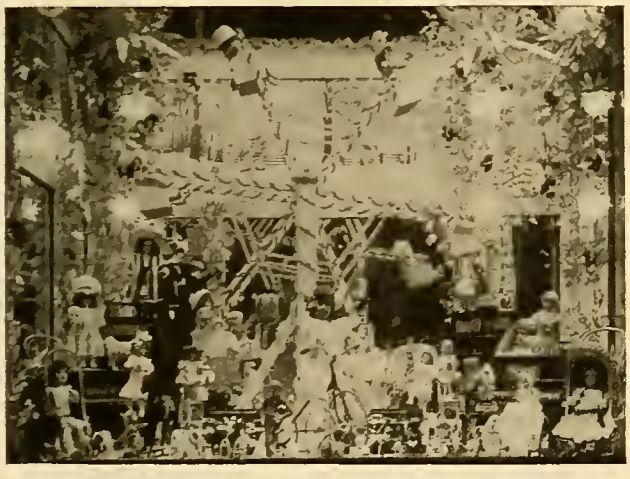
Santa Dispenses Gifts

THERE IS NOTHING NEW about the idea of having Santa Claus parade through the city and then wind up in the toy department of your store. The scheme has been used many times, but if handled with any sort of enterprise it never fails to rouse a lot of interest among the youngsters and bring them to the store in a swarm. Last season the store of Louis



SANTA DRAWS A CROWD.

Bischof in Crawfordsville, Ind., had a Santa Claus that was a big success as is evidenced by the crowd shown in the accompanying picture. Santa in all of his North Pole regalia arrived on a trolley car and made his way directly to an appropriately decorated platform in front of the Bischof store, where he acknowledged the welcome of a host of youngsters who had been awaiting his well advertised arrival. The street for half a block was filled with the crowd



MECHANICAL DISPLAY BY E. F. SWANK.

of children and the parents who had brought them to see the show.

After a little speech from Santa Claus and much applause from the crowd. Santa, assisted by Mr. Bischof, proceeded with the distribution of bags of candy to the little folk. For more than two hours they kept the packages flying through the air into the hands of the children. More than 2,200 packages of candy were given away and equally as many toy souvenirs. After the affair was over Santa repaired to the toy department, where he made his headquarters and acted as host to the many children who visited him. The platform was decorated by E. F. Swank. One of the attractions consisted of six torches in which colored fire was burned.

The other picture shows a mechanical window that was installed by Mr. Swank for the same occasion. The background was a winter scene in a framework of imitation stone decorated with a profusion of flowers and foliage. Suspended from the pilasters were red and green electric lamps enclosed in white frosted shades and connected with flashers. These kept flashing on and off and added to the attractiveness of the display. The principal feature of the window was a big revolving Ferris wheel, run by an electric motor and carrying for its passengers six pretty dolls. The wheel was illuminated with miniature lamps and decorated with red and silver tinsel. It made thirty revolutions a minute and proved an excellent attraction.

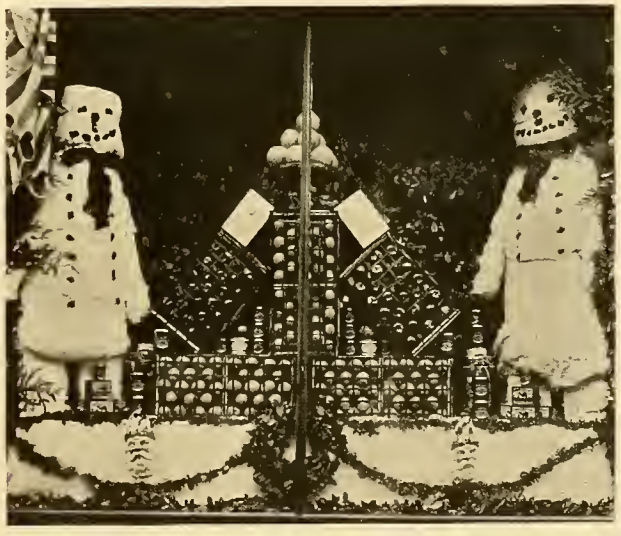


Plate No. 9105—Holiday Display of Groceries by L. N. Johnson for J. B. Blood Co., Marietta, O.

The J. B. Blood Co. is one of the very few grocery concerns that make more than a feeble effort at window display. Mr. Johnson keeps the windows of this store alive the year round. He does not attempt to show eatables in the manner that department stores display their fancy gowns, but he always manages to have his windows seasonable and attractive. The little display shown above is an example of his work. The snow men were made of boxes and covered with cotton batting. The display consisted of oranges, apples, figs, dates and nuts.

DURING THE SUMMER the Hub clothing store of Chicago has been conducting a comprehensive billboard campaign. Twenty-four sheet lithographs in colors are used in all of the best locations in the city. It is understood that the original campaign involved a contract for $1,000 per month for a period of eighteen months.

Department Store Card Writing

By G. Wallace Hess

This is the fourteenth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

EVERY reader of this magazine, no matter where he resides, be it in the small country town or the large city, has noticed on the right side of the up-to-date motor car an adjustable mirror just in front of the driver and a little to one side. It is not generally known that a chap of an inventive turn of mind designed and patented that thing back in the early '90's with the sole idea in view that it was to be placed in front of a bicyclist—a fine thing for a bicycle.

But when the motor car reached its present state of use (and after the patent had expired) every maker landed on that idea for the automobile. If the man who took out the patent had been twenty years later with it, he'd be a millionaire.

It is many years ago since I first introduced the Payzant pen to the public in these columns. It was many years after before it was taken up by dealers throughout the land—taken up by most of them when the original design of the pen had been changed to a style which to my way of thinking is 100 per cent less efficient than the original pen.

In this little talk I am going to introduce two new tools and it is possible that they, like the little mirror, will not find their way into general use for some time to come—but come they surely will.

In the first place let it be understood that I look upon showcard writing from an experience gained in department stores. You rarely see in the interior of a big store any high class cards on merchandise. The reason is this: cards such as No. 1 are lined and turned out easily at the rate of one a minute and this speed is held up for hours at a time. Now this particular card was made with a wooden stick designed by myself as an experiment and I have been surprised myself at the speed with which it will work.

Perhaps you think I am "nervy" to show such a card. As a well known national character in Michigan used to say, "There's a reason." There are few, very few men who have mastered the brush who attained a speed which would permit them to letter this card in thirty seconds until after, at the very least, two or three years' hard work at the bench. The same person can with the stick-pen attain that speed in two months.

It is unfortunate that most writers on the showcard subject think that a card writer has nothing to make but high class window signs, and it is equally unfortunate that others assume that every amateur must go the same route to learn.

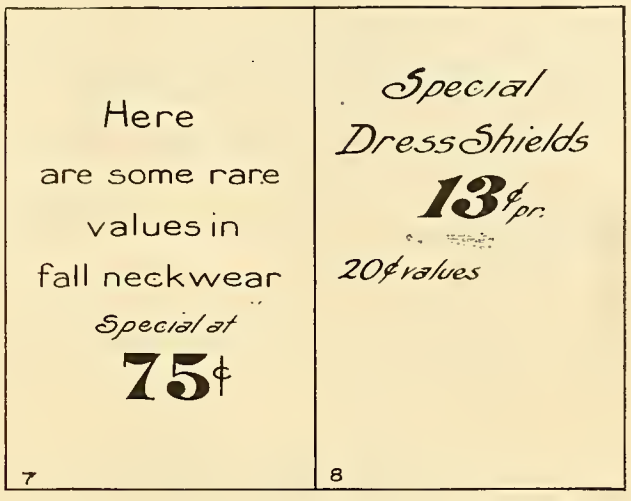
Conceive the average men's wear store in the average city of 10,000 to 15,000. Generally the boss himself or some clerk makes the cards. Some days they make two, some days none. Mayhap six signs and two dozen tickets last them two weeks. Now, it is unfair to think that with such a limited amount of work they can become skilled cardwriters. They cannot, and they realize it and are happy. If they can make a simple card like No. 2 they are satisfied.

Now, it is safe to say that no worker can hold up such a uniform stroke as shown on this card if he makes it with a brush—and to come anywhere near it would mean years of work. It can be made easily









and readily by a beginner if he uses a ball point pen after a few months of intelligent practice. This card was lettered with an unusually large ball pointed pen with black fluid ink.

In using the ball point and music pen, the hint is given here that you must let your penholder rest below the knuckle of your hand to achieve success. That is, you assume the same position in lettering with these pens which you no doubt assumed in your early school days when the teacher rapped you over the knuckles for holding your penholder down so low.

I believe today that mammoth ball pointed pens will be made by some one before many years which will revolutionize the making of sign cards up to eleven by fourteen inches. It must be borne in mind that while such pens may be made so that they look like "large edition" of a common pen, that they would be useless for ordinary writing. Figuring an expense of $600 upward for dies, and you will see it will take a wealthy maker to produce them. That expenditure would be nothing to make a pen that every one used, but it is a big item when charged up against an article that only a few use. The prediction is made here that by the time five years elapse the brush will be obsolete in the making of cards up to quarter sheet in size *where black lettering is used on white cardboard.*

Now look at the four cards, Nos. 3 to 6. They are 5½x7 inches. Do you remember when you took about a No. 6 rigger and tried to make similar cards with lampblack or distemper colors or letterine? You liked to do 'em, and do you also remember how they looked? Now, by means of the ball point pen I can make from 50 to 75 per hour of Nos. 3, 4 and 6 and make them easily and without effort. They will be as uniform as you see these—how different with knock-out brush work.

Some of you may think I harp too much on speed and not enough on quality. You get speed and you can get quality later. You cannot make an easy swinging letter if you go slow.

There is in some localities an antagonistic feeling between shop cardwriters and store men. Why it should be I don't know, but I do know that a few weeks ago I called upon a friend of mine who runs a shop here, whom many of you met as a demonstrator of a certain showcard color at the 1913 convention. I said to him, "Mac, where do the best cardwriters come from?" He answered, "From the department stores, for that is the only place they can get enough work, and that's all there is to it."

Now, these few cards are shown here to try to convince the thousands of discouraged ones, or many of them who read this article, that simple cards can be made with little effort by mechanical means where great effort and practice is required with the brush.

The average department store man will see here cards that he knows were made in a hurry. No. 8 was made with the stick-pen; No. 7 with the ball point. By showing down in the manipulation of both the quality of the lettering is increased, while the "touch" or "feel" of both on coated board is something akin to a velvet feeling. In conclusion, let me say if you are timid you will never make a cardwriter. You must develop speed and strive to control it.

Charge for Show Cards

IN SOME STORES the cardwriter has a hard time and is overworked because there is no system in the manner of furnishing show cards to the different departments. Any head of a department can give an order to the sign shop for as many cards as he thinks he needs. As a consequence, some departments have more cards than they need while others do not get enough, and in the meantime the cardwriter is rushed to death. All cards used in the windows or departments should be charged to the departments that get them. This will put a stop to ordering more than are needed. The approximate cost of cards of various sizes can easily be arrived at by estimating the cardwriter's time, materials, etc. In many of the larger stores a schedule of prices for cards has been arranged. These prices are fixed according to size and the amount of lettering, etc.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . Established 1893
"The Show Window" . . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . . Established 1905

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29 WEST 39TH STREET, NEW YORK CITY

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
Tha Intarnational Association of Display Men

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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

October, 1914

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Order Early

EVERY DISPLAY MAN will have to have decorative materials and most of them will need more or less new fixtures for their holiday displays. These should be ordered at the earliest possible date. There is no use waiting until the last minute, and such procrastination frequently leads to disappointment.

So far as the fixtures are concerned, these can be ordered at the present time just as well as several weeks later. Many kinds of fixtures have to be made after the order is received, and to make them requires time. Even if they do not have to be made outright, they have to be assembled and finished. The display man or merchant should remember that his is not the only order the manufacturer has received. There are probably hundreds of others on file, and all of them are ordered for about the same time. Probably the fixture maker can get out his orders on time if everything goes according to calculations, but there is always a chance that something may go wrong and the goods cannot be delivered. It is only justice to the manufacturer to give him as much time as possible on an order. It will enable him to give it better attention and will insure the merchant against possible disappointment.

The same applies to window and store decorations. Even under the most favorable circumstances, all of the flower houses are crowded to their capacity with work just before the opening of a new season, and when many orders are delayed until the last minute it frequently happens that some of them must be refused. It is nothing uncommon for a belated display man to find it entirely impossible to secure the decorations he wants. The flower houses naturally do all that is within their power to fill orders, but it sometimes happens that the thing can't be done.

There is seldom a valid excuse for waiting until the last of November to order window decorations. The decorator knows that the displays must be in by a certain time, and the merchant knows that the goods must be ordered—then why not attend to the matter and be done with it? Forehanded decorators order their flowers and other materials in October or early November and this gives the flower houses plenty of time to make up the orders in the best possible way. It also provides against any unforeseen delay in transit. It is, in fact, an insurance that the goods will be on hand when needed.

Last Christmas a window dresser for a good sized store in the Middle West had an experience that brought home to him the virtues of ordering early. He was undecided as to which of two schemes of decoration he would use. While making his decision he delayed too long and an order sent to a flower house was returned because it would be impossible to fill it. He immediately telegraphed to two other houses, but neither of these could get out the order in time. It was impossible to get what he wanted and he had to

do the best he could with home-made crepe paper decorations and a few makeshifts he was able to pick up here and there. He lost his position as a consequence.

So make your plans now. Lay out your windows and decide what you will need—then get your order in as soon as you can. You can do this now just as well as later and you will be certain of getting just what you want instead of having to take whatever the flower dealer may happen to have left.

War Pictures in Windows

SINCE THE BEGINNING of the European war merchants everywhere have been pestered by glib tongued salesmen who want to sell a service which furnishes war pictures that are to be pasted inside the show window so they can be viewed from the sidewalk. And many merchants have subscribed for these pictures, which are furnished at regular intervals. The contention of those who have these pictures to sell is that they attract attention to the windows. How great a mistake this is can be seen by any one who will take the trouble to stand at one side of a window containing war pictures and watch the people who pass. The pictures do not draw attention to the windows—they draw attention to themselves and in ninety-nine cases out of a hundred, the display is completely overlooked.

If a merchant has a window in which he is trying to display merchandise, he should keep it clear of other attractions that draw attention from the goods. War pictures pasted to the glass practically put a show window out of commission so far as the display is concerned, and the more interesting they are the more effectually they eclipse the display. Even those who would like to look at the goods are prevented from doing so by the crowd in front of the pictures. If one wants to make use of war pictures they should be shown on a bulletin board.

Using the Telephone

AN IMPORTANT FACTOR in the success of any store is the manner in which the telephone is handled. It is a common fault for salespeople to be short and sometimes sharp when talking to an unseen and unknown person over the telephone. The same salesperson would probably be all courtesy if talking to the person face to face, but the common inclination to get through with a telephone conversation as quickly as possible often leads the speaker into an abruptness that the customer at the other end of the line interprets as discourtesy. Customers have grown to expect perfect courtesy at all times and they resent anything that savors of a lack of interest on the part of the salesperson.

Special instruction should be given to all employes of the store who have any telephoning to do. They should always adopt a pleasant tone of voice and to give the most courteous attention to all calls. The telephone is an aggravating instrument at best and it is frequently the case that the customer is already out of humor from delays or mistakes in getting the right number.

Grammar

IN SEVERAL of the store papers that come to our desk we note that the editors have started departments for some of the commoner mistakes in grammar. This is an excellent idea. There are a number of errors of speech that are extremely common and such mistakes grate unpleasantly upon the ear of everyone who knows better. Even though one's education may have been cut off at an early age there is no excuse for a salesman or saleswoman saying "I seen," or "I done," or "them goods," or for misusing any of the words that are spoken thousands of times every day by most people. A little practical instruction in store papers as to words commonly misused will fill a need of long standing.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.
EDWARD P. BURNS, Toronto, Can.
C. E. WILSON, Cedar Rapids, Ia.
R. W. McKNIGHT, Victoria, B. C.
JACK CAMERON, Des Moines, Ia.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

FALL GOWNS FROM PARIS—NEW SILKS SHOWN—A DISPLAY OF OIL SKINS—DAYS FOR CHANGING DISPLAYS—ANNIVERSARY DECORATIONS AT GREENHUT STORE—OTHER ITEMS OF INTEREST

F. F. Purdy

SOME of the New York window decorators are as sensitive to public opinion and events as politicians. There is one day every week when a number of members of the decorative force of a representative department store go out prospecting, not only on Manhattan but sometimes in Brooklyn, Newark, and similar places, to see what is doing in the windows and interiors of stores, to get hold of new ideas and keep a little in advance of things. Sometimes several go together and their combined criticism is worth something. Then at certain times the whole decorative force meets and gets the ideas of all, under the direction of the able display manager, who encourages enterprise of this kind, and doubtless originated these expeditions. "Ours was the first house to get all summer goods away and put fall goods to the front, with fall suggestions everywhere," said one bright assistant in this same house the other day. "We started back on Monday, August 31, when I believe all or nearly all other department stores were still keeping summer goods on show. Well, we cleared them out early, and I believe it was a good move, for it emphasized the fall merchandise. On Wednesday, August 2, three of us went out on our weekly round and saw parasols and other summer accessories, even bathing suits, in some windows, and no fall emphasis anywhere. The presence or absence of the parasol, by the way, is the infallible sign whether the summer or fall window display is on. At that time summer merchandise seemed to be in the ascendant everywhere. But where would the money lie, do you think, in summer stuff, mostly at cut prices, or in fall goods at regular prices, even with some sales lost of summer goods because of lack of display. Why, in the fall goods, of course. The women are thinking only of fall and appreciate an early showing. My chiefs were on the right side of that proposition, and I noticed that after we got our fall windows in earlier than usual, several stores followed suit the day after.

The Wanamaker people got a flying start for fall by their importations of Paris gowns, secured with great difficult by their buyers, in the opening days of the war. The story was told in a full-page ad, and afterward the gowns were shown on the stage of the Wanamaker auditorium, on living models, to crowds that thronged the place. A man with decided French accent described each gown as the model walked up and down the stage, and the organ poured forth its triumphant chords during intermissions. When the exhibition was concluded, the gowns were sent to Philadelphia for the same pur-

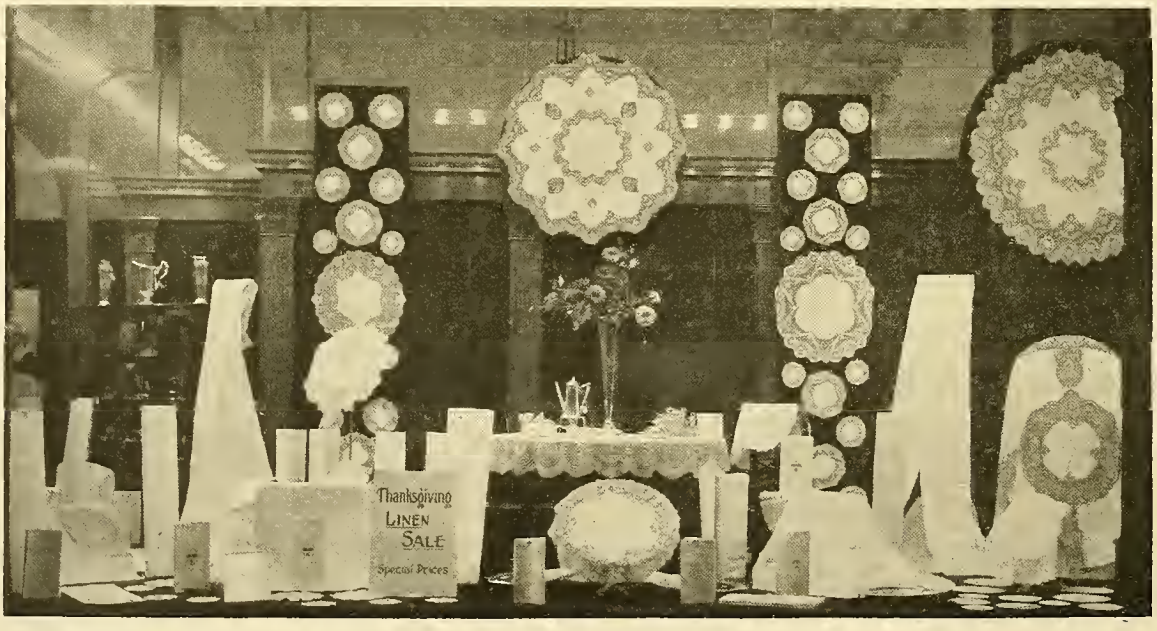


Plate No. 9016—A Linen Display by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

Here is a very simple Thanksgiving display. It is a combination showing of table linens, silver, etc. The larger pieces were shown either in bolts or partly unfolded and the doilies and other embroidered pieces were displayed on covered boards. A number of table cloths were shown on large circles.



Plate No. 9017—Holiday Interior Decoration by Carl L. Greer for Hudson's Bay Co., Calgary, Canada.

Here is shown an attractive scheme of interior decoration that does not involve a big expenditure. Light frames were built out from the columns and these were covered with a profusion of Southern wild smilax. This smilax is particularly adapted to this class of interior decoration as it is a graceful vine with good green foliage that holds its color well. Furthermore smilax costs so little that it can be used in large quantities at a comparatively small cost. To give life to the smilax, red poppies were interspersed among the vines and hung in festoons around the lower part.

pose. At this writing other houses here who have been accustomed to feature the Paris gowns on living models at the opening have not decided just what they will do, or when they will "pull off" the event, if it occurs. The graceful candidates for the post of living models, however, are putting their applications in to the display managers, who manage and set the entire events. The question is constantly arising, How long will it be before America takes a stronger place as a leader of fashions adapted for Americans? Will we continue to hear of the mysterious marvels that are coming from the foreign "coutouriers," and what Paris says, etc.? No one would detract for a moment, if it were possible, from the originality and skill indigenous to the brave and tasteful Frenchmen, and they are entitled to "put it over" as long as they can. The past few seasons Paris has gone the limit in styles, in order to adopt which American women have been obliged to strain their modesty to too great an extent. This proves that we have been prone to adopt a too slavish attitude to the foreign styles, and that the time is ripe for the appearance of real leaders in this country.

Early in September R. H. Macy & Co. came out with a full stretch of handsome silks, imported from the Exposition at Lyons this year, silks selling at around $15 a yard, and so ticketed in the windows. The silks were shown in great, wide drapes, also in drapes of gowns and portions thereof, making an unusually striking and attractive exhibit. At the same time the McCreery silks came out in half the window space and a fine showing was made at Altman's. There was no sign of declension of trade, or of economy in these displays, and it is understood that business at the department stores has been keeping up very well, considering the effects that the European war might be supposed to produce.

Gimbel Brothers started their millinery opening September 9 and their department on the third floor was a millinery salon of high order, with many imported hats on view. John R. Patton, formerly decorator for Henry Siegel & Co., Boston, who has been on the staff of Mr. Wendel at Gimbel's for the past three months, left early in August for Indianapolis, where he has taken the post of head decorator for a prominent department store.

FRANKEN'S NEW STORE

Franken's, successor to Franken, Steinberg & Co., of Twenty-third street, have lately opened up in a new location on Thirty-fourth street, and with a beautiful front should do a good business in the cloaks, suits, gowns, etc., in which they specialize. It is a single store. The visitors go through a fair-sized central entrance, which swells into the window space and back, forming a circle, visitors entering the store through an entrance about the same

width as at the street. The backgrounds and sides of the window are of rich cream color, with an occasional introduction of a small-paned window effect at sides. The length of the entrance, with the round opening through which it runs at center, provides unusually long windows, and odd size, considering the recessed effect in the middle, and with a fine display, millinery on one side and gowns on the other, the visitors' attention is held all the way till their enter the store. Felix I. Boldt, formerly decorator for J. L. Kesner Company, and later assistant to Mr. Allert at Macy's, is in charge of the windows.

DISPLAY OF WATERPROOFS

Notwithstanding the shallow depth of the show windows of Rogers, Peet & Co., clothiers, the decorators put up some very catchy windows, with their men's and youths' clothing and furnishings, trunks and bags, sporting goods, etc. A recent window was devoted to oilskins, the center being occupied by a model of a sailing racer. This was surrounded by oilskins, with telescopes, field glasses, cameras, barometers, and accessories of sailing and oilskins. The window was pointed up by a sign with this inscription: "Oilskins, primarily for yachting, are good companions to take motoring."

An interesting change at Lord & Taylor's, by Display Manager Rossiter, is the substituting of Tuesday and Friday for changes of the windows for Wednesday and Saturday. We understand that this course is also followed by Mr. Tischman, at McCreery's. Mr. Rossiter tells us that the buyers much prefer Friday to Saturday changes for two reasons. One is that they can give better attention to the selection of the goods on Friday than on Saturday, and if Friday is chosen, Tuesday would naturally be the day for the other semi-weekly new display. Then again, the putting in of the new exhibits Friday evening permits of people examining the displays Saturday afternoon and evening—many times husbands and wives together—subsequent conference, and visits and purchases on Monday. Many times, where there are special sale offerings to be announced in the Sunday papers, they are anticipated by the character of the goods put in the windows on the preceding Fridays. This matter of Friday decoration instead of Saturday changes is a question of considerable interest that may well receive attention as opportunity offers. The Saturday rush of putting in new windows brings a big bunch of work to the decorators, on a usually very busy day, that often embarrasses some of the departments.

By the time this reaches the reader the Altman addition, which rounds out the full block between Thirty-fourth and Thirty-fifth streets and Fifth and Madison avenues, will be in full commission. Show windows line the Madison avenue front, which will give Mr. Frankenthal at least a third more window space to take care of. At this writing

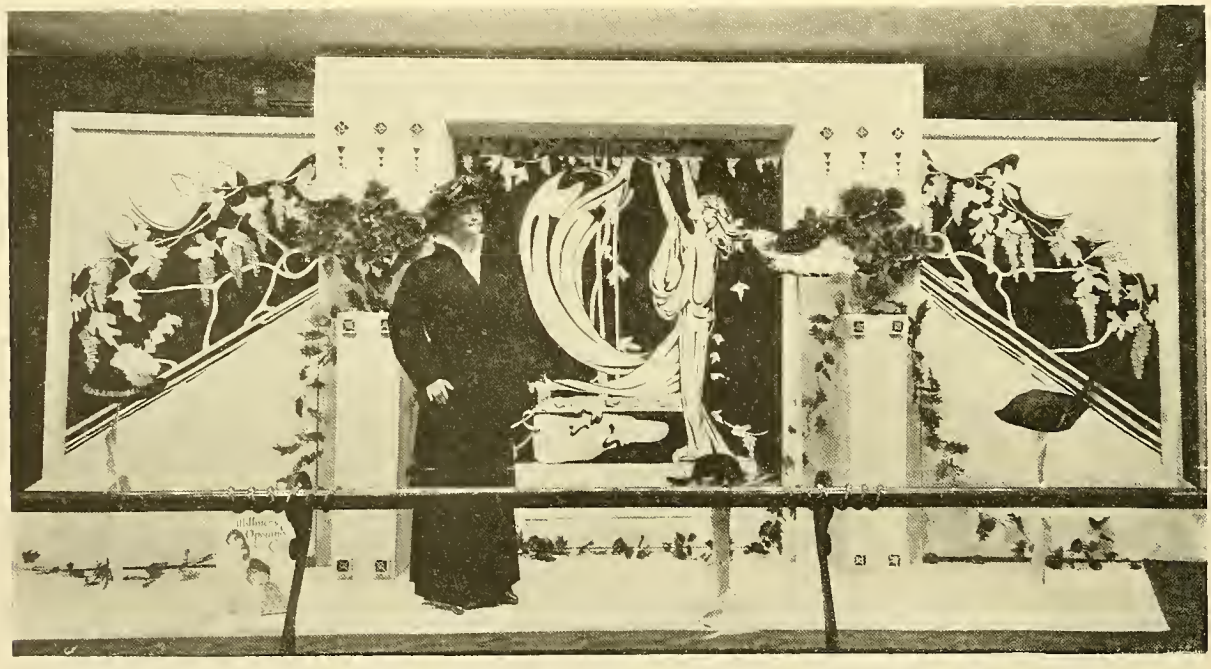


Plate No. 9018—An Opening Display by R. H. Heimbach for Clarke Bros. Stores, Scranton, Pa.

The color scheme of this setting was cream and burnt sienna. The framework was finished in an imitation of stone work. At each side of the middle was a tall square urn containing a plant which carried out the same color scheme used in the background. The three painted panels at the back, as well as all of the other details were carried out by Mr. Heimbach and his assistants. The picture is slightly distorted, but the general idea is quite clear.

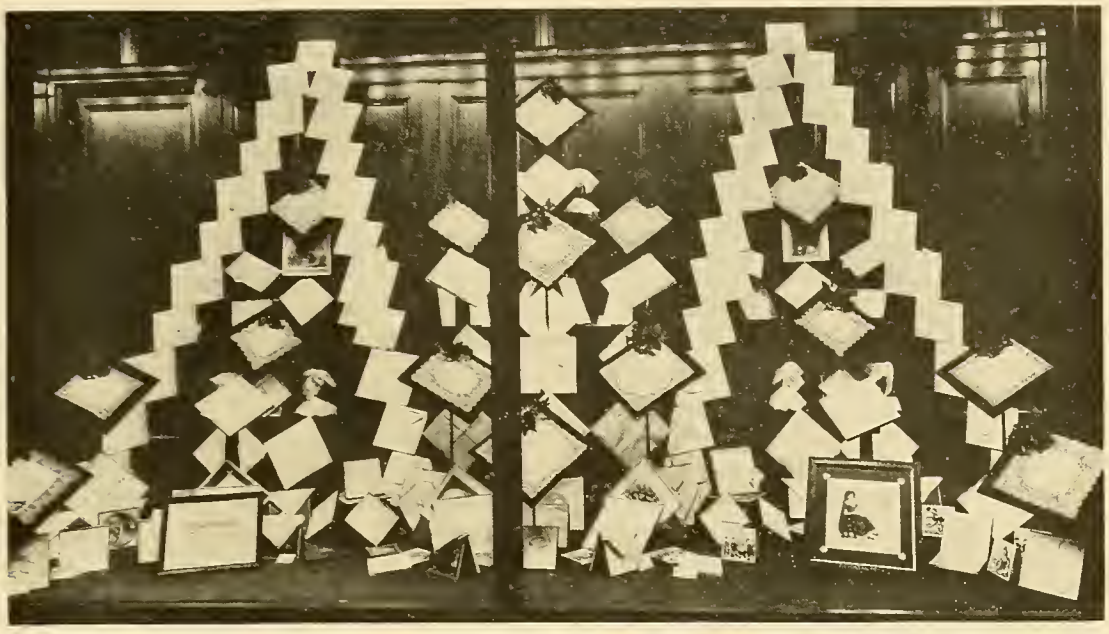


Plate No. 9019—Handkerchief Display by Carl L. Greer for Hudson's Bay Co., Calgary, Canada.

In this display, all but the finest handkerchiefs were shown in boxes. The finer ones were shown on squares of cardboard covered with velvet to bring out the designs. Sprigs of holly were used throughout the window.

his assistant, Samuel Ellis, who has undergone an operation for appendicitis, has been removed to his home in upper New York, for convalescence, as he is now out of danger.

The Red Cross flag is flying at two department stores, Wanamaker's in Manhattan, and Abraham & Straus' in Brooklyn, where these houses maintain booths for the reception of contributions and provide the attendants.

ANNIVERSARY DECORATIONS

The celebration of the anniversaries of department stores coincident with the opening of fall trade is taking place here to an extent. The eighteenth anniversary sale of the J. B. Greenhut Company began September 14, and Mr. Schmehl gave the scene his usual elaborate setting. The original semi-circle of electric lights spanning the aisles, from column to column, was maintained in place on the first floor, this being the basis of the decorative scheme. A narrow panel American flag was at top of each column, running up and down the column instead of width across, and terminating above the point where the semi-circle of electric lights starts, reaching the ceiling at center. There is a round ledge around each column at point where semi-circle of electric lights starts, which ledges are all ornamented with flowers and leaves. Large American flags are festooned from these ledges up to midway between aisles, where semi-circles of electric lights reach the ceiling, and looking down the aisles the double billows of these flags are very impressive. At the point where the flags meet in center a basket of flowers and leaves is hung. Another basket is at each side, midway above the center of each flag. The reader can easily follow the scheme by this description, and this treatment of one twin column across aisle is uniform throughout the aisles of the main floor, thus giving a most dignified and beautiful effect. The members of Mr. Schmehl's staff were working until the last minute getting the whole scheme into shape. The chief was a busy man, for he not only supervises decorations of this kind, but has charge of the department of maintenance of the store, with its multitude of details. Mr. Schmehl, however, is an executive of consummate system, and order and effectiveness prevails everywhere, instead of hurry and confusion.

FLAG DECORATIONS

At the Simpson-Crawford Company's, Mr. De Voursney had the front liberally decorated with flags and appropriate signs in the windows noting the thirty-seventh anniversary of the house. It may be a stretch of the imagination to connect the present house, after the complete reorganization, as a continuation of the old Simpson, Crawford & Simpson firm that was such a notable firm in silks and otherwise in "ye olden time." But the name is still there, and damaged though it was for a time with many, the cleansing process and clean reorganization is well understood by the public, and a thirty-seventh anniversary celebration has a certain prestige of age that is well to take advantage of.

The Display Managers' Club held their first

meeting for the season on Monday evening, September 14, at the Broadway Central Hotel. They had dinner together first and discussed many interesting features afterward, subsequently going up to the Martinique. One of those in attendance was Jerome A. Koerber, decorator for Strawbridge & Clothier, Philadelphia. Mr. Koerber likes to foregather with his professional brethren, and came over for the occasion. He returned from his European trip September 6, making from Berlin for Amsterdam, which was such a Mecca for returning Americans. Mr. Koerber had the minimum of trouble in getting through, for he had his passports and papers of citizenship. He is enthusiastic in his praise of Berlin and the clockwork mobilization and movements of the German army. He was in Berlin just before the outbreak of hostilities, and was especially pleased with the layout and windows of the specialty shops in that city. There was a discussion of future activities of the club, and it is planned to hold a dance, reception, or similar function later in the season.

DRAPING ON BOLSTER ROLLS

Thorkild Larsen, decorator for Price & Rosenbaum, Broadway, Brooklyn, has discovered bolster rolls for the windows. Perhaps they have already been used by some decorators for certain drapes. Anyway, he shows in his windows how they can be used by the display manager to great advantage. Mr. Larsen's strong point is draping, and his windows, particularly in this respect, are unusually good. He was looking for a new fixture to facilitate arranging some of his drapings, and suddenly the utility of the bolster roll shot into his mind. In the display in his windows the latter part of September he used two of them simply standing up vertically, close to each other, one standing half a foot higher than the other. Each roll was covered closely and without wrinkle with broadcloth, which the window was exclusively featuring, and the remainder of the long length of broadcloth fell away gracefully from one side of each bolster roll, making a very attractive showing of the goods. He had a couple of other bolster rolls, each placed horizontally at top of a tall improvised tee stand, while a wide width of broadcloth was thrown over it, falling gently over. The large diameter of the roll creates a soft and graceful fall, much better than from a small-diameter horizontal fixture. In the same window was a natty costume which he had draped over a wax figure, and a neat feature was a long length of broadcloth thrown over one shoulder of the figure's completed costume so skilfully that the first effect was that of a cloak or kind of outer-garment. Several times some of the goods shown have had to be taken out of the windows to cut off a piece for a dress wanted by a customer.

Gimbel Brothers have brought the "buy a bale of cotton" to help the South right down to the people, and announced Sept. 24 that they had placed on sale 10,000 bales of cotton at 10 cents a pound, certificates of which would be sold on the main floor. The approximate cost of a bale is $50, counting 500 pounds to the bale, receipts for individual bales covered by insurance for a year, storage at 25 to 30 cents a month being added when the cotton is sold or withdrawn.

The United States courts here have granted the receivers of the H. B. Claflin Co. permission to discontinue the business of the O'Neill-Adams Co. The liquidation begins about October 1 and lasts till February, after which the stock remaining will be sold in bulk. It has been known here that the company for some time has been doing business on a very conservative basis and on as small a stock as possible. The O'Neill-Adams Co. has an excellent staff of decorators, headed by Al. Manee.

A Suggestion

FREQUENTLY, after a sale has been made, the salesman will ask the customer, "cash or charge"? Asked in that way the question sometimes leads the customer to believe that she may have the goods charged, although she may have no account at the store. It is a better way to ask the customer, "have you an account here?" This is a simple question that cannot be misunderstood.



Plate No. 9020—Post Decoration by Morten Hoffstadt of Akron, O.

This is one of the many designs shown at the Chicago convention of the I. A. D. M. It shows a practical suggestion for the decoration of posts or ledges in the toy department. Around the lower part of the post a structure is built of wall board to represent a chimney. Above this, on each of the four sides is placed a papier mache head of Santa Claus. Small Christmas trees may be used on the shelving as indicated. The details of this decoration are so clear that no further explanation is required.

Prize Contest

EVERY DISPLAY MAN will be interested to learn of the window display contest that is being conducted by the Campbell Art Co., of Elizabeth, N. J. This concern has placed on the market a series of remarkably attractive post cards designed by Rose O'Neill, who designed the famous "Kewpie" dolls. The cards show "Kewpie" characters and are so original and attractive that a large sale for them has already developed, although they have been on the market only a short time. As soon as they are thoroughly introduced they will have a tremendous sale.

Recognizing the immense selling power of the show window, the Campbell Art Co. decided to secure the co-operation of the display man in getting the Kewpie Cards before the public and, to accomplish this, they have offered $500, to be divided into twelve prizes, for the best window displays made with these cards exclusively. The prizes are so liberal and the terms of the contest so easy of fulfillment that there should be a large number of contestants. There is no expense to the decorator connected with the contest and the Campbell Art Co. will furnish free advertising matter to help make displays more attractive. The contest closes December 30, 1914. The Campbell Art Co. has furnished us with the following details concerning their contest:

Contest begins October 1st, closes December 30th. Displays must remain in the window for not less than three consecutive days.

Photographs of displays to be mailed direct to the Campbell Art Company, Elizabeth, N. J. All photographs must be mounted solid on an 11x14 mount and the enclosed label properly filled out and attached to the back of the mount.

Labels should bear the name and address of the firm and also the names of window trimmer and photographer.

Displays must be confined exclusively to "Kewpie" creations and such accessories as supplied by ourselves and other manufacturers of "Kewpie" articles, and those created by the window trimmer.

Dealers may submit photographs of as many different displays as they desire.

Contestants will assist us by eliminating all identification marks from the photographs proper.

Upon receipt of photograph we will place corresponding numbers on it and the label attached to it, and the latter will be detached and filed. The photograph, minus all identification marks except the number, will be forwarded to the MERCHANT'S RECORD AND SHOW WINDOW magazine. After December 30th the editor and disinterested members of the International Association of Display Men will act as judges. These men will inspect all the photographs submitted and as soon as they advise us which numbers are the best we shall forward the gold coin to the firms earning it.

This method insures an impartial judgment and places the photographs of all displays on the same basis, giving the small dealer the same opportunity as the larger dealer to earn a prize.

It is understood that all photographs submitted become the property of the Campbell Art Co., Elizabeth, N. J., who are to have the privilege of using them to advertise their productions.



Plate No. 9021—A Sale Window by G. L. McClellan for the F. Johnson Co., Holdrege, Neb.

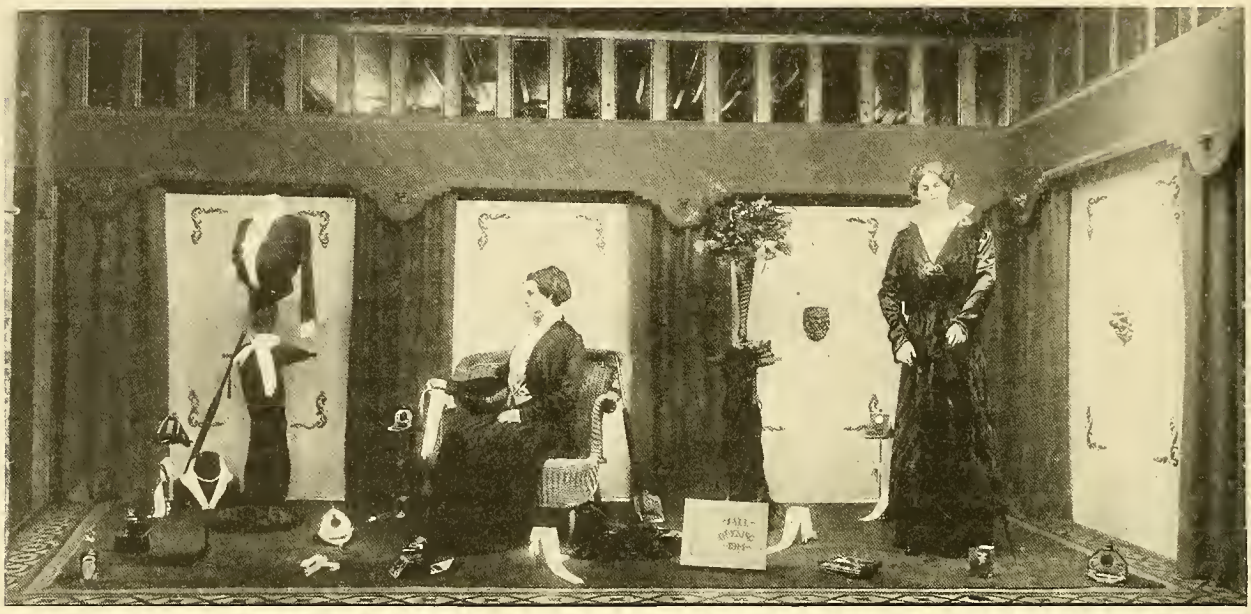
When business is a bit dull and a mild stimulant must be administered, there is nothing more certain to stir up interest than a "9c Sale." And a good window display installed several days before the sale, is the best possible advertisement for the event. Here is shown a good display for a 9c sale in which a great variety of merchandise was exhibited. The purpose was to show as many different lines as possible.

Wood Carvings

FOR THE DECORATOR who is looking for something new, wood carvings will prove a welcome addition to his decorative equipment. Wood carvings are inexpensive reproductions of hand carved oak, mahogany and walnut models. They are made in a remarkable variety of designs covering architectural and classic art subjects. Even on close inspection they can not be told from hand work on wood. They have the further virtue of being unbreakable and can therefore be used over and over again in many different ways.

Wood carvings are especially adapted to window decoration, in which connection their use is without limit. There are so many designs and so many ways of using them that there is no end to the attractive combinations that can be made with them. They also have great possibilities in the matter of finish. They may be treated the same as any wood with filler or stain, or they may be given any gold, bronze, aluminum or water color finish that may be necessary to harmonize them with the remainder of the decorative scheme.

In the accompanying illustration is shown a window setting in which wood carvings have been used effectively. This window was trimmed by H. E. Herrold for the Kerrison Dry Goods Co. of Charleston, S. C. It was one of a series of similar settings installed recently. The background was of green felt trimmed with old gold braid. The large panels were made of wall board painted a buff shade and ornamented with wood carvings finished in antique bronze. In the picture it will be seen how much these little ornaments add to the effectiveness of the setting. Other small carvings were used on the upper part of the decoration. Green plush was wrapped around the pedestals and a green velvet carpet was used on the floor. The show card was a heavy gold mat board lettered in green. In addition to the styles of wood carvings shown in this display, they are made in capitals, shields of many kinds, human figures, faces, flowers, rosettes, borders, etc.



WINDOW DESIGNED BY H. E. HERROLD, USING WOOD CARVINGS FOR BACKGROUND ORNAMENTS.

Made in America

WHATEVER EFFECT the European war may have upon retailing in this country, the live stores will make the most of conditions as they find them. Unquestionably the war will result in a serious shortage of many kinds of imported merchandise and to meet this condition, American goods will have to be pushed to the front. Strawbridge & Clothier of Philadelphia have been conducting a series of events in which American-made products have been strongly featured. About the middle of September they had an exposition of American fashions in which emphasis was placed upon all sorts of garments made in this country. It was followed by an exposition of Paris gowns the next week. On Sepember 28 they opened a week's sale and demonstration of American-made products. The advertisement on the opposite page shows how this event was announced. It was followed by other advertisements of a similar character.

During the week of this sale, all American goods were pushed prominently to the front. Every article displayed had a card with a flag and the words, "Made in America." The store and windows were decorated in a manner suitable to the occasion with the American flag much in evidence. Following the American-made goods sale, beginning Monday, October 5, there was a sale and demonstration of foreign-made goods, which was conducted in a similar manner.

At Strawbridge & Clothier's All This Week, a Great Demonstration and Sale of American-Made Goods

(Our Exposition of American Fashions Two Weeks Ago was but the Forerunner of this Greater Event)

Trimmed Hats } $10
values $12 to $15

All trimmed in our own workrooms, by artists who have grown up in our business and who have helped to make this the leading Millinery Store in Philadelphia. And the Hats were either made in our own workrooms, or "from leading New York makers. Nothing could better emphasize the art and talent of America, than this collection of the most exquisite Millinery to be seen anywhere.
— Second Floor, Market Street, East

Chiffon Waists at $4.75
Worth $6.50 and $6.75

Two models, both in the very latest styles. One is in suit colors over white, trimmed with white chiffon and velvet ribbon. This model has the new standing collar and long sleeves. The other is in white, with dainty floral designs and is trimmed with plain and embroidered net, and black moire ribbon; low collar, long sleeves.
— Second Floor, Centre

Hand Bags Under Price

Special lots, together with others taken from our own stock and retained, make up these interesting values in Hand Bags that represent the best skill and workmanship in America. All are in smart styles, and follow the tendencies of the moment in leather or silk, color, shape and fittings:

Pin Seal and Morocco Hand Bags—$1.00
$2.00 Morocco Hand Bags—now $1.35
$2.50 Pin Seal and Morocco Hand Bags, $2
Pin Seal Hand Bags—special at $3.50
$5.00 Pin Seal Hand Bags—now $3.50
$1.50 Moire Silk Hand Bags—now $1.00
— Aisle 8, Centre

Women's $15 Coats, $10.75

MADE IN OUR OWN FACTORY and exceptional in style, quality and every detail of cut and finish. They are of lustrous black Persian cloth, made 10 seven-eighths length, with Raglan sleeves and easy-fitting lines all through, collar closing well at the throat, lined throughout with satin.
— Second Floor, Centre

40c Turkish Towels, 30c

Turkish Towels are not Turkish—they were invented in England, but Philadelphia now makes more than Great Britain. Regular 40c quality, at 30c.
— Aisle 12, Centre

Brass Bed Outfit } $34.50
regularly $50.50

America is the world centre of Metal Bed manufacture, and this entire Outfit was made in Philadelphia. Brass Bed, with 2-inch posts, heavy filler rods, panel effect. In the usual satin bright or satin finish—$30.00 value, at $26.80; woven Wire Mattress, on all-metal frame—$8.00 value, at $6.00; white felt Mattress, full 60 pounds—$15.00 value, at $8.50. Total value of Outfit, $50.50—now $34.50.

* For those who' desire it, we will substitute a Box Spring for $16.50, worth $22.50.
— Fourth Floor, Filbert Street

Men's $3 Cloth Hats, $2.00

A special lot of Cloth Hats, of tweeds in a variety of good patterns, made in a manner that demonstrates the unexcelled skill of American workmanship—$2.00.

We also carry a complete line of soft and Derby Hats, made here in Philadelphia by the John B. Stetson Company—the largest Hat factory in the world.
— Ear Store, Eighth Street

$2.00 Pillow Slips, $1.25

A limited quantity of handsome VELOUR Pillow Slips, in green, red, brown and blue, trimmed with gold braid and embroidery. The quality of the velour is exceptional, and the value is possible only because the Slips are made from the ends of the materials.
— Third Floor, West

$5.00 Dinner Sets, $3.50

Of American porcelain; 54 pieces, decorated with gold lines and neat spray designs—$3.50.

$4.50 Cut Glass Tumblers—$2.50 a dozen
$1.25 Brass Jardinieres—now 95c each
Hand-hammered; 8-inch opening; three ball feet.
— Basement

Timely Stationery Specials

CORRESPONDENCE CARDS, with gilt initial; with Envelopes to match; 25c value—20c a box.

Ninety sheets of Irish Linen Writing Paper and one hundred Envelopes to match; 40c value—now 30c.
— Aisle 2, Market St. and Aisle 9, Centre

Cape Gloves at $1.00

America has made wonderful progress in the manufacture of Cape Gloves, as these excellent Gloves indicate. We have in stock Men's, Women's and Children's Cape Outseam Gloves, in various shades of tan, of such high quality that they could not possibly be sold at $1.00 if we bought them in the wholesale market to-day.
— Aisles 12 and 13, Market Street and Centre

$6 Shaker Sweater Coats, $4.75

Made in the United States by workers skilled by years of experience in the knitting of Sweaters. Of wool, with large collar, in all the wanted colors—navy, gray, white and maroon.
— Fourth Floor, East

Photo Albums, Special at $1.25

Durable Photo Albums, attractive in appearance, and worth $1.50 and $1.75—now $1.25.
— Aisle 2, Market Street

$1.25 Wool Eponge, 55c

To a special purchase of ALL-WOOL EPONGE, we added the ends of lines from our own stock, giving a large assortment of staple colors from which to choose. It is a light-weight material which will make up into fashionable suits and dresses, 48 inches wide.
— Aisle 6, Centre

Voile Flouncings } 50c
75c and $1.00 values

A special lot of several hundred yards of this popular Flouncing, which is so much in demand for dresses because little trimming is required. It is 42 inches wide, embroidered in either dainty or heavy bold patterns—50c a yard.
— Aisle 17, Centre



MADE IN AMERICA

By This Sign You Will Know American Goods

We are collectors and distributors of merchandise from the four quarters of the earth. We bring to our customers the things they need from the sources of supply that prove best. But we have always given every possible enouragement to American manufacturers—and in many instances have been of practical help to them in improving their product. TWO WEEKS AGO, in our Fashion Exposition, we emphasized the predominance of American productions in the various displays. On the other hand, in our Exposition of Paris Gowns, last week, we showed the most varied collection of imported models that has been seen this season. Our field is world-wide, but we are American enthusiasts. TO-DAY, and continuing this week—

All Kinds of Merchandise Made in the United States Will be Prominently Displayed in All Departments

—This event to be followed next week by a similar display of imported merchandise from all foreign countries. Thus we shall have a two weeks' EDUCATIONAL CAMPAIGN, informing the public of the many lines in which America SUCCESSFULLY COMPETES with foreign nations, many in which AMERICA EXCELS, and, frankly, many in which she lags behind—thereby pointing out to American manufacturers lines along which practical improvement or development is possible.

But you will agree that this SPECIAL AMERICAN DEMONSTRATION makes a very proud showing for this, the GREATEST NATION ON EARTH.

To Emphasize This Tribute to American Manufacturing Enterprise, Hundreds of Different Articles Will Be Sold at Reduced Prices

Manufacturers and business men generally, are invited. Every man and woman should come, and every parent who can conveniently do so should bring the children. American-made merchandise will be designated by many hundreds of cards, and American-made goods will predominate in our window displays. *And do not forget the ECONOMY feature—special values in all departments.*

Women's $16.50 Smart Serge Dresses at $12.75

A beautiful reproduction of a very high-class model, in this lovely Dress of fine serge, combined with satin, in one of the loveliest styles of the season. It has a long plaited tunic, a girdle finished with a deep sash, attractive trimming of buttons, and collar and cuffs of white satin.
— Second Floor, Centre

Babies' $2 Dresses, $1.50

Prettily made of fine white lawn, and trimmed with Valenciennes lace insertion and embroidery beading and ribbon. A distinctly new model; sizes 2 to 4 years—$1.50
— Infants' Wear Shop, Second Floor, Centre East

$1.75 Union Suits, $1.00

WOMEN'S white ribbed Silk-and-Cotton Union Suits, made by a reliable American manufacturer; high neck, long sleeves, ankle-length; elbow-length sleeves or sleeveless—$1.00.

$1.00 White Ribbed Cotton Union Suits, 60c
Women's medium-weight Union Suits, high or Dutch neck, elbow sleeves, ankle-length.
— Aisle 4, Market Street

$1.50 Petticoats at $1.00

WOMEN'S Long Cambric Petticoats, made by one of Philadelphia's most reliable manufacturers; double pleated and trimmed with a ruffle of embroidery. Both the cambric and the embroidery are of excellent quality.
— Second Floor, Centre East

$7.00 White Blankets at $5.75

Made from American-grown wool, with the maximum moisture, to insure excellent wear and prevent shrinking. Colored borders and double-stitched silk binding; size 72x12 inches.
— Aisle 11, Filbert Street

$1 Silk Stockings, 68c

One thousand two hundred pairs of Black Ingrain Silk Stockings, made in America and a product of which any country might well be proud. These are regular dollar quality, made with high-spliced heels and double soles and toes; deep garter-trunk tops of lisle; all perfect in weave and finish—68c a pair
— Market Street Centre Aisle

Books at Half Price

More than 10,000 editions of new Books are published annually in America. And this special assortment of several hundred—

25c to $5.00 Books—13c to $2.50

An attractive and varied collection, includes Juvenile Books, Fiction and many miscellaneous volumes.
— Aisle 3, Filbert Street

$1.25 Crepe Kimonos, $1.00

Women's Long Kimonos, in plain blue and pink, made with surplice neck and three-quarter sleeves; trimmed with satin bands on the sleeves and down the front.
— Second Floor, Filbert Street, East

Scrim Sash Curtains, $1.00 a pair

One thousand pairs, made in America, some with lace edge, others with insertion and edge, all handsome designs. Regular $1.25 and $1.50 values—now $1.00.
— Third Floor, West

25c American-made Veiling, 20c

All fashionable Veilings, in craquelo meshes, some with woven figures or bordered effects; also some in the new filet mesh. In black, white, navy and brown.
— Aisle 12, Centre

50c Assorted Chocolates, 35c

Pure, delicious, heavily coated Chocolates, with nuts and fruit set in rich fondant, neatly boxed—35c a pound.

40c Chocolate-Covered Mint Patties—30c a pound
— Basement, Centre

Men's Suits } $18.50
$25 and $30 values

In London, American-made Clothing for men sells side by side with the newest West End styles; the same is true of Edinburgh and Glasgow. Men of Berlin are quite familiar with the excellent qualities of Clothing from this country, and American-made garments are worn by the well-dressed men of Australia, Porto Rico, Honolulu, Alaska and other places more or less distant. And now—here is a lot of Suits made right here in Philadelphia, by tailors who take particular pride in their work. The fabrics are the finest of American worsted and woolens, the styles display the newest of the autumn ideas—made up for this season's selling. Sizes in line and patterns—$18.50
— Second Floor, West

Extra Values in American Carpets and Rugs

With the exception of the Hand-woven Oriental Rugs, no Floor Covering from any other country in the world can equal the thousands of yards that come annually from the looms of American manufacturers. These at special prices are well qualified to uphold America's reputation as the world's leader in the manufacture of Rugs and Carpets:

$60.00 Empress Wilton Rugs, 9x12, $48.50
$53.75 Empress Wilton, 8.3x10.6—$44.50
$27.50 Wiltone Rugs, 8.3x10.6 feet—$21.50
$29.50 Wiltone Rugs, 9x12 feet—$23.50
$3.75 Royal Wilton Carpet—$2.35 a yard

This is a special lot of Carpet consisting of about 5000 yards, in many patterns of body and matching border.

$1.10 and $1.25 American Inlaid Linoleum now 90c a square yard

Also 86c Linoleum at 60c a square yard.
— Fourth Floor, West

Women's Burson Knit-to-fit Stockings, Six Pairs for $1.00

No manufacturer has done more to raise the standard of American Hosiery than the makers of the Burson Knit-to-fit Stockings. And women who know the exceptional qualities of this Hosiery will fully appreciate the opportunity that brings them these fast-black Burson Cotton Stockings at this low price—six pairs for $1.00.
— Aisle 3, Market Street

$1.35 Net Allovers, $1.10

Philadelphia is doing more than her share in the development of this industry in this country. These beautiful FIGURED NET ALLOVERS, came from one of this city's famous manufacturers, and compare favorably with Laces produced anywhere. All new designs, in white and ecru, and in patterns suitable for entire evening gowns, separate waists and yokes.
— Aisle 12, Market Street

Women's $5 Shoes, $4.00

It is universally conceded that America surpasses any other country in the world in the manufacture of Footwear. Every large city already boasts of one or more stores for the sale of American-made Shoes exclusively. A typical American product are these button Shoes of patent colt, with quarters and tops of fawn-colored cloth, welted soles, and Cuban-Louis heels. They are well worth the regular price, $5.00, and are now marked at $4.00.

Also Button Shoes, of patent colt, with gray cloth tops, welted soles and Cuban heels. Regularly $5.00—now $4.00.
— Eighth and Filbert Streets

The Steck Pianola-Piano

American-made Pianos, in keenest competition with those of foreign manufacture, have proven their unquestionable superiority. Then the pneumatic self-playing feature was devised, and quickly proved another triumph for American genius. Undoubtedly American Player-Pianos lead the world, and the STECK is unexcelled by any other Instrument in America—$160.00 and $850.00.
— Third Floor, Centre

Corsets Under Price
$2.50 and $3 values, $1.50

We have assembled a lot of Corsets, all fresh and up-to-date in style, which we shall sell at greatly reduced prices. Various American makes are included, such as S. & C. Special, J. R. and Nemo Corsets, made of batiste and coutil. Sizes 18 to 28 in the lot—$1.50.

$1.50 Corsets, in popular makes—now 75c
— Second Floor, Filbert Street, East

60c Wide Ribbon at 40c

FIVE HUNDRED YARDS from one of the leading manufacturers of high-class Ribbons, for which America is noted. Liberty Satin Ribbon, in practically all desirable shades, for girdles, sashes, millinery and trimmings. Don't forget the width—6½ inches.
— Aisle 11, Market Street

$3.50 Serge Skirts, $2.75

Women's Walking Skirts, of good, hard-twisted serge, and made in one of the smart, practical styles for which American designers are unsurpassed. This particular model has a long tunic, fastening down the centre front, and is trimmed with buttons.
— Second Floor, Centre

75c White Ratine at 50c

A surplus lot of 500 yards, purchased from a leading Philadelphia manufacturer of high-class cotton goods; 36 inches wide, and suitable for women's and children's dresses.

38c Silk-and-Cotton Dress Goods—now 18c

An accumulation of odd lots from our wholesale Store, of Silk-and-Cotton Plain Crepes and Jacquards, in colors suitable for street and evening wear—18c.
— Aisle 5, Centre

$20, $22.50 and $23.50 Reed Pullman Coaches, $17.50

America leads in the manufacture of Baby Coaches, and Philadelphia leads America. These are from two of the best makers, made of the best reed, with corduroy cushions, reclining back, good springs, steel tubing pushers, strong brake and heavy rubber-tired wheels. A corduroy windshield with each Coach.
— Fourth Floor, East

75c Flannel, 37½c a Yard

American-made Flannel, guaranteed unshrinkable and unfadable. Desirable in weight and quality for men's shirts, pajamas, women's waists and children's wear. Chiefly in stripe effects, in various color combinations.
— Aisle 13, Centre

$1.50 Framed Pictures, 75c

A handsome reproduction of Clyde Squarr's popular painting, "HER GIFT." In a rich rosewood-finish frame, size 14x17 inches. Hardly necessary to add that because of its artistic sentiment and beauty of execution, this remarkable picture has a wide popularity.
— Third Floor, Market Street

$9.50 Art Glass Domes, $6.25

Complete with fixture and light; for gas or electricity; American-made.
— Fourth Floor, Filbert Street

$2 and $2.50 Bracelets at $1.25

A special lot of GOLD-FILLED BRACELETS, embodying those high qualities that have made American Gold-filled Jewelry the best in the world. In attractive plain or chased patterns—$1.25 each.
— Aisle 9, Market Street

Men's Autumn Underwear

We, as among the largest importers of Knit Underwear, have probably done more to develop the standards of American Underwear manufacturers than any other retail store. We call attention to a certain lot of NATURAL WOOL MIXED Shirts and Drawers that are now here at 75c and $1.00 each. These are in medium weight, and fully demonstrate the high standard of quality attained by Underwear of American manufacture.
— Aisle 3, Market Street

Women's Suits } $25
regular $32.50 value

Women's Autumn Suits, of broadcloth of excellent quality, and made in an absolutely new and becoming redingote model. The coat has a Hudson seal collar and is beautifully finished in the back with a hand-made ornament; the skirt is plaited and made in a fashionable yoke style; in navy blue, brown, black, green and prune.
— Second Floor, Market Street

Fashionable SILKS at Notable Price-Reductions

We are Philadelphia's foremost distributors of American-made Silks, especially of the staple kinds. In some cases, we take the entire production of a mill, in others a number of looms are kept busy for us the year around. Consequently we are in a position to buy and sell at the lowest prices. These special lots—

$1.50 Double-width Black Peau de Cygne—now $1.10 a yard
$1 Fancy Suiting Silks, favored colors, 55c
$2.00 Black Crepe de Chine, 45-inch, $1.65
$1.50 Printed Foulard Silk, 23-inch—50c
$2 Colored Chiffon Taffeta, 36-inch, $1.50
$2 Black Duchesse Mousseline, 35-in., $1.50
$1.50 Black Dress Taffeta, 35-inch—$1.10
$2 Colored Crepe de Chine, 40-inch, $1.50
— Aisle 6, Market Street and Centre

Girls' $4.75 Dresses, $3.75

GIRLS' SCHOOL DRESSES, in two attractive styles. One is of serge, in navy blue and wine color, made with a low belt and a white piqué collar; the other, of plaid and plain-color serge combined, and made in redingote style. Sizes 8 to 14 years.
— Second Floor, Market Street

$35.00 Fur Sets, $22.50

From the Adirondack Mountains to a high-class manufacturer in New York, and thence to our Store—this is the course of progression of these Fur Sets. Made of serviceable NATURAL RACCOON of choice quality and rich coloring; fashionable Pillow Muffs, generous-sized Neckpieces.
— Second Floor, Filbert Street

$1.00 Brocade Satin at 85c

Cotton-back Brocade Satin, 36 inches wide, desirable for lining coats and capes; in black, gray, Copenhagen blue, mahogany, maid, lavender, tan, pink and blue.
— Aisle 6, Filbert Street

Men's Socks } 18c
regularly 25c a pair

A special lot of 12,000 pairs of the "Wear Best" Mercerized Lisle Socks for men. A famous brand that is a credit to our country. These are in excellent weight, with heels and toes six-ply, spliced by a new process, that by giving the greatest strength possible, gives American-made Hosiery a distinctive quality of its own. These are in black and colors—18c a pair, or six pairs for 98c.
— Aisle 3, Market Street

Notions, Sewing Supplies

Many hundreds of these little helps are made in America.

Following are but a few unusually attractive values:

10c Self-shank White Pearl Buttons—5c a card
5c Pish-eye Pearl Buttons, assorted sizes—4c card
7c and 8c Smoked Pearl Buttons—5c a dozen
Ten-yard pieces of White Tape—¼-inch, 3c; ⅜-inch, 4c; ½-inch, 7c; ⅝-inch, 8c; ¾-inch, 9c; 7/8-inch, 10c; 1-inch, 16c a piece
10c Tape, black or white—7c piece of 94 yards
5c Peper American Pins—4c a paper
9c American Safety Pins—8c a dozen
20c Box American Dressmakers' Pins—15c
25c Hose Supporters, with pads—19c a pair
10c Corset Hose Supporters—8c a pair
10c Empress Dress Shields—13c a pair
17c to 25c S. & C. Dress Shields—14c pair
25c Celluloid Shell-color Back Combs—15c each
75c Silk Frogs—50c
— Aisles 5, 8 and 10, Centre

Men's Shirts, Special at $1

Shirts made right here in America, specially to our order, and therefore of a quality best appreciated by critical American men. At this price—fancy Plaited-bosom Shirts with or without attached cuffs; laundered and soft Negligé Shirts, some with short bosom; and Dress Shirts of white muslin—$1.00
— East Store, Eighth Street

Women's 20c Collars, 15c

American-made Stiff Collars, with round corners and the broad effect in the back. Not a very large lot, so come early, if you wish to make sure of some of this desirable, autumn neck-wear.
— Aisle 12, Centre

$1.75 Plated Bread Trays, $1.25

One of the many American crafts that cannot be excelled abroad is the production of Silver-plated Ware. These Silver-plated Bread Trays are excellent examples of American workmanship, from the lasting quality of the plating to the neat beading around the edge—$1.25.
— Aisle 8, Market Street

$2.25 Waists at $1.50

Three lovely models in LINGERIE WAISTS. Two are of embroidered voile, tucked, and trimmed with Valenciennes insertion and edge; low collar and long sleeves. The third is made of fine lawn, tucked front and back, and daintily hand-embroidered. The new-shaped collar and long sleeves are trimmed with Valenciennes lace.
— Second Floor, Centre

Men's $5 Sweaters, $3.75

Made of best quality of worsted, in navy blue and dark Oxford; sizes 36 to 46—a most unusual value.
— East Store, Eighth Street

$37.50 Club Chairs at $27.50

Made in America; covered with tapestry; mahogany-finish frame, with full spring seat, 20x22 inches. Height of back, 40 inches. Regular $37.50 value, at $27.50.
— Third Floor

Try Our American Sundae

A Special at the Soda Fountain, 10c

Made with rich vanilla Ice Cream, covered with chocolate syrup, whipped cream and maraschino cherry, surmounted by a tiny silk American flag.
— Basement

Market Street, Eighth Street, Filbert Street — STRAWBRIDGE & CLOTHIER — Market Street, Eighth Street, Filbert Street

Telephone Hints

JOHN L. HUNTER, advertising manager for the A. T. Lewis store in Denver, concurs in an opinion that has often been expressed in these columns. He attaches a good deal of importance to the possibilities of the telephone as a business getter and he believes that salespeople should be specially instructed as to the use of this instrument. The following advice was given in a recent issue of the Lewis store paper:

"One of the officials of a large department store noted the small number of people in a certain department on one of their 'busy' days in the midst of an annual sale. Approaching the buyer at the end of the day, he was surprised to hear something like this:

" 'Yes, we've had very few customers today, yet sales already taken show an increase of more than $500 over the day a year ago. Most of our business was done over the telephone.'

"Large stores all over the country are awakening to the fact that the telephone is something more than a register for delayed deliveries..

"Telephone courtesy and telephone salesmanship require a great deal more than ordinary ability. Remember that the customer is not aware that you have not had your eight hours' sleep the night before. Speak slowly and distinctly; use the mildest tone of your voice; when you lift the receiver, say, 'Lewis'——— Department'; do not take for granted that the customer knows she has the Lewis store, nine times out of ten she may, but the repeating of the fact that this is your particular section in the Lewis store will firmly establish it in her mind. Always name the section or desk at Lewis'—Linen Department, Accommodation Section, etc.

"Please do not say 'Hello'; it does not convey any information and wastes energy.

"Be certain that you have given all the information you can before switching the customer to another department. For instance, if a customer inquires for gloves from the muslin underwear section, explain to them that it will be necessary for them to hold the line until you get them the proper department. Above all, do not hang up the receiver leaving the customer to get the proper department as best she may.

"Remember this: The customer is impressed only by your voice. Train yourself to answer the call in a very pleasant manner, much more pleasantly than you would if you greeted her in person. Throw all your greeting into your voice for the customer cannot see your smiling face.

"Learn to describe an article accurately over the telephone. This is a very difficult feat and should be practiced at odd moments.

"In taking orders, as a last precaution read the name and address just before ringing off, making three times in all; once when the customer spells the name and address, once again when you read it back, and lastly just before you ring off.

"Do not hang up the receiver before the customer She may have some further instructions to give or desire information from other departments.

"Do not answer the telephone like an explosion of dynamite. The ear is a very delicate instrument and you impress your customer only through it. Those who answer the phone should see that the party inquired for answers the call promptly. Minutes are hours when you are holding a receiver.

"Study telephone salesmanship; in a few years you will not be able to get a position without it."

Display Men's Day at Texas Fair

IT IS ANNOUNCED by Vice President L. A. Rogers of Dallas that the Texas State Fair Management has set aside Tuesday, October 21, as "Texas Window Trimmers' Day." Preparations are being made to make a good showing and an interesting program is being arranged. It is expected that there will be a big attendance of display men from the Lone Star State and many decorators are looked for from other states. All are heartily urged to be present and a good time is promised for everyone. In order that arrangements for entertainment may be made it is requested that all display men who intend to visit Dallas at that time will drop a card to Mr. Rogers. His address is L. A. Rogers, in care of E. M. Kahn Co., Dallas, Texas.

Lectures for Locals

THE EDUCATIONAL COMMITTEE has on hand several stereopticon lectures for circulation among the locals. These lectures deal with show window lighting, interior store lighting, electrical signs and the development of the incandescent electric lamp.

These lectures have been furnished to the I. A. D. M. by the Society for Electrical Development.

Local associations desiring to use these lectures can procure them on application to A. J. Edgell, Chairman Educational Committee.

A Correction

THROUGH AN ERROR an opening display that appeared on page 16 of our September issue was credited to Walter K. Best of Marietta, O., whereas the work was done by Clarence E. Duff for J. Katzenstein & Co. of that city.

WEDNESDAY, OCTOBER 21 will be generally observed as "Edison Day" by the electrical industry and by many outside of those actually engaged in the electrical business. It was on that day, 35 years ago, that Thomas A. Edison gave to the world his wonderful invention, the incandescent lamp. This occasion will offer an opportunity to the display man to get up a display suitable to the occasion.



Northwestern University SCHOOL of COMMERCE



Geo. J. Cowan, teacher of Window Trimming

Mr. Geo. J. Cowan, Pres. of the Koester School, was asked hy the Northwestern University of Chicago to teach Window Trimming in their Retail Courses of the School of Commerce. Recognition of tbis kind by a great university is an assurance to every one interested in the study of Window Trimming that they will study at the best school if they go to

The Koester School

Not only do you study under the best informed teachers but you have the advantage of the best equipped school and one located in the leading city of Window Trimming in the world.
The Cbicago Art Institnte is only a few blocks from the Koester School, and Koester students bave free access to the galleries two days a week, and can take up art work in the nigbt classes if they desire.



Rob't. B. Schreffler teaching Store Accounting

Mr. Rob't B. Schreffler, teacher of Store Accounting at the Koester School, also teaches retail accounting at the Northwestern University School of Commerce. This subject, which is of vital importance to every store, is really the least known subject of any in the store. It is now possible to get help on Store Accounting at

The Koester School

The fact that this well known university used two instructors from The Koester School in order to have the best men obtainable on their commerce course should recommend The Koester School to you most highly.
The Koester School is a most thorough school of merchandising, heing the only school in the world teaching Window Trimming, Advertising, Salesmanship, Store Accounting and Card Writing, practically every phase of the retail business.

Every Koester Teacher Is an Authority

on tbe subjects they teach. Tbey have probably bad a wider experience in actual work and teaching than any other group of men.

It bas taken many years to assemble this faculty and much thought, experience and money to give the school its wonderful equipment.

If you expect to win out in the merchandising field—you need the help of these trained instructors of the Koester School.

The Better Your Teacher—The Better Your Instruction

The Koester School

is the

Leading Authority

on

Window Display
Advertising
Salesmanship
Card Writing
Store Accounting
and
Scenic Painting

The Koester School has the largest school both in size of floor space and attendance.

The Koester School has the best and most complete equipment.

The Koester School teachers are the greatest authorities in the world.

The Koester students win more prizes than students of all other schools combined.

Now Is the Time to Decide

that you are going to earn more through a better knowledge of some or all phases of merchandising. This can be done most economically and thoroughly by attending classes at the Koester School.

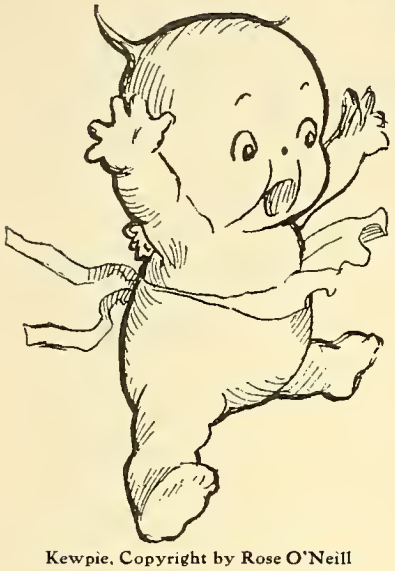
The Sooner You Start—The Sooner You Win

Send Now for Catalogues

THE KOESTER SCHOOL, 215 S. Market Street, Chicago

THE FIRST EDITION OF ALMOST

One Million



Kewpie, Copyright by Rose O'Neill

Klever Kards

HAS BEEN SOLD IN LESS THAN TWO MONTHS



Kewpie, Copyright by Rose O'Neill

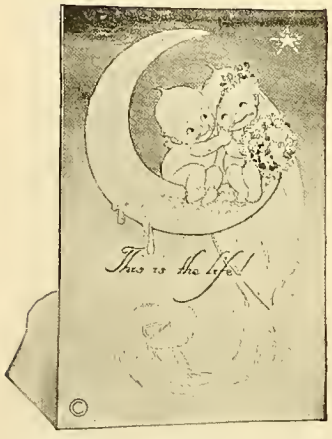
ALMOST

Fifty Thousand Dollars

WORTH AT RETAIL

Some Business!!

Of Course You Are Selling Klever Kards



The "Klever Kard" has the appearance of an ordinary postal, but—



The top bends back forming an easel and—



The "Klever Kard" "Stands Up"

Catalog and sample for the asking

CAMPBELL ART CO., Elizabeth, N. J.



Kewpie, Copyright by Rose O'Neill

$500.00

In Gold

For Photographs of the Most Attractive and Effective

WINDOW DISPLAYS

Made Exclusively of the Various

"Kewpie"

Creations

12 Prizes in All



Kewpie, Copyright by Rose O'Neill

For the best display submitted—earning 100 points	$200.00 in gold—	$200.00
For the second best display—earning above 90 points	100.00 in gold—	100.00
For the third best display—earning above 80 points	50.00 in gold—	50.00
For the four next best displays—each earning above 60 points—each.	25.00 in gold—	100.00
For the four next best displays—each earning above 50 points—each.	10.00 in gold—	40.00
To the photographer who makes the photograph of the display earning 100 points	10.00 in gold—	10.00
	Total	$500.00

Photographs of displays will be judged by comparison on four distinct values, and points will be credited according to merit.

Highest attention attracting value	50 points
Highest originality value	25 points
Highest artistic value	15 points
Highest simplicity value	10 points
Total	100 points

Size of the display will not be considered

The awards will be made by disinterested judges including the Editor of *Merchants Record and Show Window* and Officers of the *International Association of Display Men.*

It Is Unnecessary to Purchase Our "Kewpie" Creations in Order to Enter This Contest

If you have not already purchased them we will loan 100 assorted "Klever Kards" and "Kewpie Joy Kalendars" to reliably rated merchants who guarantee to make exclusive window displays of "Kewpie" designs. We will also send without charge large window display signs to assist in creating effective displays.

The various "Kewpie" creations, including our "Klever Kards" and "Kewpie Joy Kalendars," are an acknowledged success, and are the best selling novelties on the market today. An attractive window display will bring you Prestige and Profits.

Displays to be made between October 1st and December 30th

Campbell Art Company

Elizabeth, New Jersey

DISPLAY MAN'S WAR EXPERIENCE

JEROME A. KOERBER CAUGHT IN EUROPE AT OUTBREAK OF WAR AND HAS A LIVELY TIME IN GETTING THROUGH LINES AND BACK TO U. S. A.—THREE WEEKS IN BERLIN

IF YOU HAD read about it in a book or seen it at the movies, you would call it interesting but too melodramatic for real life. Yet it is merely the true account of the things of which Jerome A. Koerber, head decorator for Strawbridge & Clothier of Philadelphia, was a part during a wartime trip across Europe.

Mr. Koerber's narrative includes spies, passports, enthusiastic troops, the Kaiser, the Empress, the Crown Princess, with cannonading in the near distance, staterooms that once were freight sections, interceptions by cruisers—and a fervent desire to hug the Goddess of Liberty when that benevolent dame beckoned a welcome to the "Rotterdam." It includes poisoned wells, Russian refugees, and prices that make the American cost-of-living hang its embarrassed head.

Bound on an extended trip to the fashion centers of Europe, Mr. Koerber had just reached Budapest, Hungary, from Paris when the war broke. This was ill fortune doubled, for Budapest happened to be Mr. Koerber's birthplace and he had not visited his relatives for twenty-three years. Much abbreviated, his visit evolved into an effort to obtan a passport out of Austria. Because he spoke four languages, he got along comfortably. But he got along much more comfortably because he had the foresight to pack his American naturalization papers in his trunk. "Not one man in a thousand would have thought of that," the officials told him.

"I appreciated my own sagacity all the more," Mr. Koerber admitted, "since I was told that some unnaturalized Americans from Hungary were pressed into the army service.

"At last my passport was fixed up and I set out for Vienna. The five-hour trip occupied fourteen hours this time, and I found Vienna wild with excitement and patriotism. The stations were crowded by returning tourists—many of whom thought Switzerland looked safe and so fled there, only to be marooned. I aimed for Berlin. Instead of the usual route, I had to proceed to Tetchen in Bohemia, where I took a boat for Dresden. Here at Tetchen I saw three fellows in chains. One of them was a physician. Thev had been caught poisoning a well and were on their way to be shot. In Dresden everybody was looking for spies. Anyone who could speak Grman was lucky, for they'd just caught three spies and suspected all strangers.

"On August 5, upon the last passenger train that entered the city, I reached Berlin. Here I was safe. The Germans treated Americans beautifully, called us 'our American friends,' and the mayor summoned a meeting in the city hall to address and encourage people from the United States. The city was greatly excited. Troops were on the march. At the news offices hundreds watched the bulletins. I saw the Kaiser fly past in an automobile, and I saw the Crown Princess in a carriage bowing in acknowledgment of the people's cheers. All news was held back for ten days. Nobody even knew the Kaiser had left town till his flag disappeared from the castle. I met Albert A. Koester in Berlin and dined with him several times during the three weeks I was in that city."

By accident, when somebody gave up a ticket, Mr. Koerber secured passage on the Holland-American liner Rotterdam, bound from Rotterdam for New York. Although he despatched a number of cables, the first one received by his firm had been sent from London by direction received from him in a letter mailed at Berlin.

The thrifty Dutch took advantage of the moment, and Mr. Koerber found the prices for Holland hotels and vehicles enormous. He slept in a hotel which proved to be a harborage for Russian refugees, who were concealed in the top floor. Near the Dutch frontier he saw a German trainload of Belgian prisoners who were being taken to the barracks at Doebretz.

Twice the Rotterdam was halted by English cruisers. In the Channel, where cannonading could be plainly heard, four British war vessels surrounded her, and one of them ordered her to muzzle the wireless. But the Rotterdam captain replied: "I have three thousand souls on board. If I stop the wireless, the responsibility rests with you. This is a neutral ship." So the wireless went unhampered.

"In Berlin, except for groups who stand on corners talking about the war, you'd never think anything unusual was going on. The Germans have put aside all party friction, and are sticking to the Kaiser.

"It's a wonderful land—they're all wonderful lands. But this," concluded Mr. Koerber with a satisfied sigh, "this is God's country."

IT IS A BIG MISTAKE for the merchant to deceive himself into the belief that the public can be made to pay for the mistakes the buyer makes. It is true that merchandise not up to standard can be unloaded upon the public, but merchants who persist in this practice will find there is a day of reckoning. The public is altogether too wise to be deceived for any great length of time. The square deal is the only store policy that will win out in the end.

THERE'S A LOT in knowing when to quit, and this applies to window decoration as well as to most other things. Many a good display has been spoiled because the decorator didn't know when to stop and kept on adding one thing after another until the effect was killed. There is less danger of under decoration than of over decoration.



Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN



First Prize Winner

Prize Contest Merchants Record and Show Window

Mr. C. O. Johnston, Window Dresser for Maurice L. Rothschild & Co., World's Largest Retail Clothiers, Graduate of The Twin City School, Wins First Prize in The Merchants Record and Show Window Contest.



Mr. Johnston's Success Has Been Made by the Success of the

SMEBY BROS.

Individual and Personal Instruction.

Our Service Wins—for the Graduate

By our practical training and personal assistance in securing for our students high salaried positions, our graduates are enabled to reach the foremost ranks of the professional window trimmer. We cannot emphasize individual instruction too strongly. It is a conservative statement to say that we are the only school operating under this system, and common sense will convince you that this is the only successful method for the student.

Our Basis of Operation for Six Years Has Been Our Motto:

"The Success of Our School Has Been Made by the Success of Our Students."

Our Equipment—the Best

Our school is equipped with complete stocks of merchandise, men's and women's ready-to-wear as well as dry goods and general department store merchandise, enabling students to make complete displays in all lines of retail merchandise. Back-grounds, store fronts, lighting system, fixtures, window and store arrangements, all included in our complete course of instruction.

Our Card Writing Course

You get here the same thorough, individual instruction by the SMEBY BROS. as in the window dressing course. In short, you cannot fail by their individual and personal instruction.

We Guarantee Satisfaction and invite the most rigid investigation.

Write for Catalog and General Information

SMEBY BROS.

TWIN CITY SCHOOL OF WINDOW DRESSING

MINNEAPOLIS, MINN.

Nature, The Artist

cannot be improved upon

Window dressers ***cannot*** go wrong. The show window or store does not exist that is not improved and made attractive by the use of green plants which are evergreen and fresh.



MAGNOLIA WREATH

It is absolutely impossible to describe in mere worde the natural beauty and richness of our Magnolia. It will retain its velvety woods appearance for weeks when used in decoration.



Plan and Order Now

SOUTHERN WILD SMILAX

If our evergreens were **expensive**, we would still urge their use, for nothing is more pleasing to the eye and in more perfect taste,—
BUT tho expense is nominal.

The season when Nature's touch—evergreens—can be used to best advantage will soon be with us. The time will likewise come when we cannot give you the choice selections early ordere command.

It is largely a question of foresight.
Below is a partial list of my Evergreen specialties.

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

5-lb. box	$0.75	40-lb. box	$3.00
15-lb. box	1.25	60-lb. box	3.50
25-lb. box	2.00		

		Each	Dozen	Per 100
LONG NEEDLE PINES As beautiful as palms in decorations.	2 ft.	10c	$1.00	$6.00
	3 ft.	15c	1.50	9.00
	4 ft.	20c	2.00	11.00

CHAMAEROP'S PALM LEAVES
SABAL PALM LEAVES — 25c per doz., $2.50 per 100.

		Each	Dozen	Per 100
CHAMAEROP'S PALM CROWNS Our native palm plants with their roots removed.	3 ft.	15c	$1.50	$11.00
	4 ft.	20c	2.25	15.00
	5 ft.	25c	3.00	20.00

SOUTHERN GREY MOSS — 25 lbs. each, $3.00.

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.
Special Express Rates, 25 per cent less than regular merchandise rates.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.
You can easily work Magnolia into countless attractive designs.
"We furnish the sprays—You make the wreaths."
Packed in same size cases as Southern Smilax.

No. 1 $1.00	No. 3 $3.00	No. 5 $4.00
No. 2 2.00	No. 4 3.50	No. 6 5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	$100
2	200 sq. ft.	20 lbs.	2.00
3	300 eq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 eq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Beaven's Fadeless Green Sheet Moss, to cover the floors of your show windows, per bag, $4.00.

Prompt Shipment

Edward A. Beaven
EVERGREEN, ALABAMA

By Fast Freight, Express or Parcel Post

HESS' New Jumbo Pen—
the hit of 1914
Excels the Payzant
Only one to a customer
35c each

HESS' New Spoon Pen
It's going to be
another hit
Only one to a customer
25c each

Exclusive with Hess



HESS' New Stick-Pen
You will laugh at it
when you see it
It's a hummer
25 cents

HESS' Portfolio of
Pen Alphabets and Initials
$1.00 postage paid

Exclusive with Hess

IT IS NO SECRET

Hundreds of window trimmers know that Hess' lithographed holly cards, done in three colors and gold, are the handsomest in the country; that his die cut holly ornaments are beauties; and that he is the only dealer in the country that refuses to sell a thing he don't use himself.

Prices of holly cards

11 x14 -inch, per 100, **$3.50**; less than 100, **$0.04**. Weight 17 lbs.
7 x11 -inch, per 100, **2.25**; less than 100, **.03**. Weight 8½ lbs.
5½x 7 -inch, per 100, **1.10**; less than 100, **.02**. Weight 4 lbs.
3 x 5½-inch, per 100, **.80**; less than 100, **1.00**. Weight 2 lbs.
2¾x 4 -inch, per 100, **.60**; less than 100, **.80**. Weight 1¼ lbs.

By Express or Parcel Post not prepaid.

The weight at end of each line denotes shipping weight of 100 of each size, packed separately.

Special prices quoted on larger lots upon request and special prices will be made for October delivery, exclusive contracts or special designs.

Prices of die cut holly ornaments, postage paid

Large sprays with bells, per 100	$2.50.	Per dozen, 35c
Medium sprays with bells, per 100	1.50.	Per dozen, 25c
Merry Christmas sprays, per 100	1.50.	Per dozen, 25c
Large sprays with scenes, per 100	2.50.	Per dozen, 35c
Large seals with scenes, per 100	1.50.	Per dozen, 25c
Medium seals with scenes, per 100	.85.	Per dozen, 15c
Round seals with gold, per 100	1.50.	Per dozen, 25c
Large baskets of holly, per 100	1.50.	Per dozen, 25c
Medium baskets of holly, per 100	.85.	Per dozen, 15c
Santa Claus heads for tickets, per 100	.35.	Per dozen, 10c
Kiddies on sleds, per 100	1.00.	Per dozen, 15c

One dozen assorted holly ornaments, to any address 15c
Three dozen assorted holly ornaments, to any address 50c
Sheet showing designs of holly cards and samples of color effect 2c

Correspondence desired with advertising managers who want exclusive or suppressed designs in holly cards

Imported Copper Ferrule Sables Reduced to Close

About 100 extra large No. 3's were 35c now **23c**
About 60 extra large No. 2's were 25c now **15c**
About 50 extra large No. 2 liners were 25c now **15c**

Special October Offer

1 only Jumbo Pen, 1 only Spoon Pen, 1 only Stick-Pen, 4 dozen Soennecken Pens, and 12 retainers for them, 6 Leman Music Pens and 12 Ball Point and Camel Back Pens and Hess' Portfolio of Pen Alphabets and Initial Panels for $2.50. Cash with order or cash ten days.

Hess' Marginal Ruling Gauge

A great time saver. Four sizes, 1-4, 1-2, 3-4 and 1 inch. Set of 4, with 12 pens and 12 retainers, Postage paid, $1.00.

G. WALLACE HESS

1405 Olive Ave., Edgewater Station, - - - CHICAGO

PRESIDENT, C. J. POTTER, 1627 Washington Ave., St. Louis, Mo.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
A. W. LINDBLOM
Minneapolis, Minn.

2d VICE-PRESIDENT
A. J. EDGELL
New York, N. Y.

3rd VICE-PRESIDENT
L. A. ROGERS
Dallas, Texas

TREASURER
G. W. HUBBARD
Battle Creek, Mich.

International Association of Display Men

EXECUTIVE COMMITTEE

E. D. PIERCE
Rochester, N. Y.

E. J. BERG
Omaha, Nebr.

B. J. MILLWARD
St. Paul, Minn.

F. S. PRATT
Joliet, Ill.

J. H. DEWITT
Terre Haute, Ind.

H. B. MARTIN
Rochester, N. Y.

The President Says:

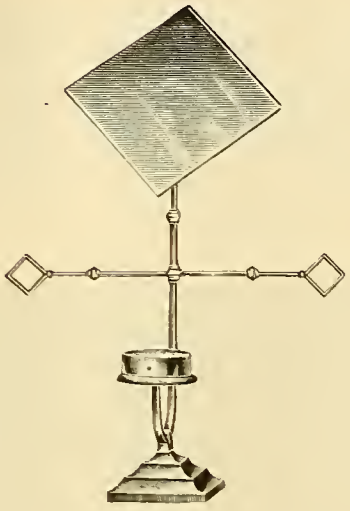
"Now that the Fall Openings are over and we can take a long breath once more, we now can turn our thoughts to other things. The one big thing right now is to get busy in every city where there is no local club and organize one.

Since the big convention in August there has been some progress. Davenport, Rock Island and Moline have formed an association and applied for a charter.

We want two thousand members before next August and that means work.

Get the display men together and arrange for a local club. If you need help let me know and I will try and pay your city a visit."

C. J. POTTER, President
I. A. D. M.
1627 Washington Ave.,
St. Louis, Mo.



No. 232N

Palmenberg NEW YORK

New Stands

We have increased our line of metal display stands for merchandise in general. This one is a happy hit for haberdashery happenings. Others equally interesting.

Do you get our catalogues? If not, why? Write for them.

J. R. PALMENBERG'S SONS

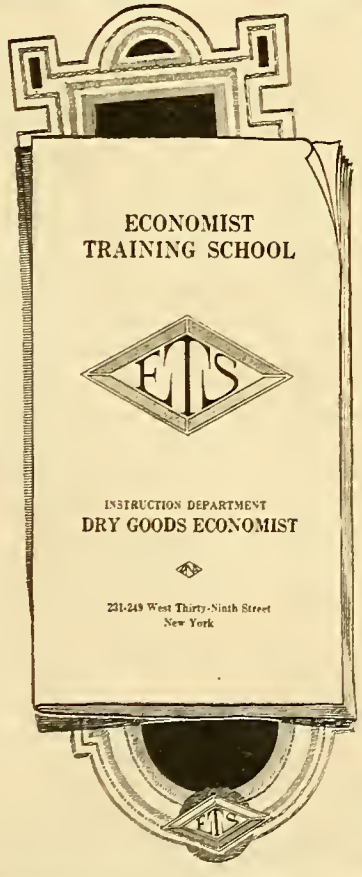
Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

On or before February 1, 1915 Palmenberg moves the New York office and salesrooms to the Palmenberg Building, which is in the very midst of everything



We Want to Send You Our New Book

We have filled a hundred pages with interesting facts about the Economist Training School and its relation to International display, advertising and salesmanship.

Every man interested in display, advertising or salesmanship, should know about the E. T. S. because it is one of the big factors in the development of these professions.

And we want you to get your information *first-hand*, so that when anyone asks your opinion of the E. T. S. you will know all about who we are and what we have done.

If you are contemplating a course in any of the lines we teach, you should see this book *sure* before going further. You ought to know the plain facts we have put into it. But you will not place yourself under the slightest obligation by writing "Send me the book" on a post card with your name and address.

We will mail your copy with our compliments, immediately.

Economist Training School

243 West 39th St., New York City, N. Y.

WINDOW TRIMMING
ADVERTISING
CARD WRITING
SALES MANAGEMENT
SALESMANSHIP

"Peace Pigeon" to Wilson

A GOOD STUNT was pulled off recently by the Twin City Display Managers' Club of Minneapolis and St. Paul. At the Minnesota State Fair, six homing pigeons were released by visiting notables, among them being Mrs. Julian Heath, President of the National Housewives' League; Lincoln Beachey, the aviator, and others. The birds were released for the purpose of starting a peace movement and a society was formed called the "Peace and Plenty Society," which will work with the National Peace Congress of which Andrew Carnegie is President.

Arthur Lindblom and Ben Millward saw in this great possibilities for window display and an opportunity to place the Display Managers' Club strongly in the limelight. They suggested to Governor Eberhart that the pigeons be loaned to the Twin



THE "PEACE BIRD."

City Display Managers' Club to be used as the basis of an imposing window display using as a slogan "Flour Barrels are Better than Gun Barrels." The Governor was much pleased with the plan and went the boys one better by sending telegrams to the governors of all the states and to the mayors of the principal cities, and other notables, asking their opinion of the peace movement as started at the State Fair. A large number of replies were received and these were made part of the display which was placed in one of the windows of the New England Furniture & Carpet Co., where it attracted a vast amount of attention.

It was arranged that the homing pigeon was to be sent to President Wilson with a copy of the telegrams and a proclamation from the Peace Association. This plan was carried through with a good deal of ceremony. The bird was placed in a large



AT THE MINNEAPOLIS UNION STATION.

cage and sent by express to President Wilson, who was at that time at the Interstate Fair being at Trenton, N. J., the President's home city. The car in which the pigeon was shipped, was decorated with flags and large painted banners which read: "Peace and Plenty Special—Twin City Display Managers' Club." Arrangements were made for the reception of the Bird of Peace at various points along the line. At Chicago there was a reception committee consisting of a number of display men, advertising men and others. The pigeon was placed on exhibition for a short time and then transferred to another railroad station. The decorations on the engine and express car were also transferred. When the Peace Bird left Minneapolis, Rev. G. L. Morrill of the People's Church made a brief address.

The newspapers gave considerable space to the sending of the bird and to the part played by the Twin City Display Managers' Club. Pathe's Weekly made motion pictures of the bird beginning with its release at the Minnesota State Fair Grounds, while on display in the window of the New England Furniture & Carpet Co., when it left the Union Station and when it arrived in Trenton, N. J. One of our illustrations shows the bird in its cage and the other shows a group in front of the express car at the Union Station.

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Holiday Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Write for Samples

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools
Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF.

Norfolk Suits for Boys of 7 to 18. $6.50. Choice of blue serge, fancy tweed and velour (a soft-face worsted), English cut; belt stitched on; patch pockets. Two pairs of full-lined knickerbockers, full and roomy; with belt loops and watch pocket. Why best at the price? 1st. All-wool; good-looking and sure to hold the good looks. 2d. Gimbel standard of tailoring—the shapeliness is made into the suit. 3d. For all these years Gimbel's have led as clothiers of boys, and, as far as competition goes, we've distanced it.

Men's Fall Neckties at Three for 50c. On condition that we take the whole lot, "seconds" and all, we got a large quantity of knitted ties for Fall at a very low price. We have taken the "seconds" and some of the "firsts" and to rush them out have marked them three for 50c. An Autumn tie opportunity not to be missed.

Ready for the Men Who Require New Clothing. Here's a new autumn Suit fresh from Hart, Schaffner & Marx, for $20.00. In view of the inevitable rise in the fabric market, it is a remarkable value. As a matter of fact, considering the perfection of style and tailoring, Hart, Schaffner & Marx Suits at $20.00 are always remarkable values—the coat hand-tailored, perfectly shaped and *holding that shape;* correct in every detail, from buttons clear around to the button-holes. A merchant tailor would have to charge you ten dollars more for a Suit as good. Take this as a basis for comparison; then, if you want still better quality, see the—Thirty-two Autumn Styles at $25.00.

Men's 25c Mercerized Socks at 18c. To-day, one thousand dozen men's Mercerized Socks, in a good autumn weight, in black and all colors, will be placed on our counters marked at 18c instead of the usual price, 25c. The fact that these are all perfect—strictly first quality—makes the opportunity all the more attractive. Also sold three pairs of a size for 50c, or six pairs of a size for 95c.

Men's Silk-Lined Light-Weight Overcoats That Were Carried Over from Last Spring. $25 to $35 Overcoats at $16.50. $20 to $25 Overcoats at $13.50. Circumstances have combined to make this a most unusual clothing event! This sale indicates a departure from our usual custom of not carrying merchandise over from one season to another, and this is the reason—The new styles for autumn have to be known six months or more before they go on the market. Before the spring season closed we knew that light-weight overcoats would be the same styles for fall as they were for spring. The new tariff enabled us to buy English-made overcoats and American-made overcoats of imported fabrics at the lowest prices ever known. As a matter of fact, the competition was so strong at first that we were able to sell English overcoats at about the same as they were sold in London. These are the reasons we "plunged" on spring overcoats when we could get them at prices that would be impossible later—These are the reasons we can sell the most stylish overcoats for fall at less than we can buy them now. Compare them with the smartest styles of the season—they are the same and the tailoring is the best we know.

Shirts for Men. Regularly 75c *and* $1.00; 50c. A general clearing away of several lots that we have collected. Some of these Shirts are slightly rumpled, others are as fresh as when they first emerged from the original boxes. The assortment includes many negligee and laundered styles, in all sizes from 13½ to 18.

New Fall Suits for Boys. Just opened up six cases of new Fall suits for boys, suitable for school or dress wear. They are all very fashionable suits, some having belted backs and patch pockets, and include plain colors, pin striped cheviots and worsteds.

The New Long Coat Suits Are Delighting Every Woman. One reason is that they are so universally becoming, both to slim and to large women. Another is that they have the faculty of giving certain youthful lines to the figure. Newly new and distinctive is here in Suits from $15.00 to $95.00. come are a number of distinguished models in rich materials made with the skill as to cut and the care as to finish that only the most expert tailoring gives.

Girls and Young Women Have A Display of Their Own. A beautiful collection of garments, in which are shown the correct styles for girls and young women, as well as for their little sisters, is one of the most attractive features of the Autumn Opening Expositions. Suits and Frocks for School and Dress Occasions, Dance Dresses, Coats and Separate Skirts—All in one grand exhibition, presenting to young folks and their mothers, the choicest representatives of the styles deemed correct for girls and young women, by the highest authorities in Girls' Apparel.

Autumn Wraps Richer in Style and Number. Which, with fur a-plenty and linings as soft as the breast of a bird, seem to have reached the summit of luxuriousness, with little that would add to comfort or beauty left unattained. Some few, of course, have sleeves, tucked away in the rippling folds of plush, velvet or silk brocade; some, too, are shaped toward a long waist-line, and some are Capes, simple, straight and easy with a wonderful collar as their chief attraction—$25.00 to $250.00.

Women's Suits and Dresses. Women who find themselves in need of Autumn Apparel will save time by coming here first, though the superiority of ours will be more impressive if you "shop around." Here the greatest variety will be found, here the best values, here the best assortments at moderate prices. For instance, we have a Suit at $16.75 that for style-distinction, tailoring and general make-up, cannot be equaled anywhere else. This particular collection is of unusual importance.

Dance Frocks, $18. Women's dainty new Dresses, of fine crepe de chine, in white and dainty blue, pink and yellow, combined with cream lace and chiffon, in one of the most becoming models of the season. Women will be delighted with the soft-falling, accordion-plaited flounces, with the graceful draping that terminates in a lovely pendant ornament in the back, with the pretty blending of chiffon and lace, the soft finish at the neck and a number of other telling little features not usually found in Dresses at this price—$18.00.

Women's Autumn Suits at $25.00. A lovely collection of Suits at $25.00 is here for your choosing, including the smartest of the season's styles. Suits of the fashionable broadcloth, of cheviot, serge and poplin, in the richest of autumn's colors; many with the coat in the favored Redingote style, many in medium and three-quarter lengths.

Suits and Dresses. Hundreds of lovely new styles are here in Women's Suits and Dresses for autumn. All so new, so different, so distinctive that women are picking and choosing with greater eagerness and enthusiasm than ever before.

Women's Tailored Suits, Very Wonderful at $17.50. In fact they would not be here for much less than double this price but for the fact that they are samples. One of the especially good manufacturers with whom we deal made them up to show what the early Winter styles would be like, so you will find only a couple or so of each style and only 150 in the lot. Every suit in the assortment is finely tailored and the coats are handsomely lined throughout with good silks or satin. Plainly tailored models as well as others with fancy and unusual touches and the materials are men's wear serge, fine imported wool poplin, imported ripple cloth, chiffon finished needle cloth and other novelty materials.

Women's Dresses of Silk, Serge and Callot Satin at $15. Co-operation, working with manufacturers, spurring them on to better than level best. All of this accounts for these offerings so unusual now. Dresses charmingly varied in style, too, which is an added feature that lends much to the value. Materials are Callot satin, poplin, charmeuse, crepe de Chine. Styles—Moyen-age, medieval, basque, basquette and corselet effects. All colors and black. Styles that you'd never dream could be bought for $15; couldn't except at Gimbel's today.

Here Are the New Suits for Autumn. You'll know them by their deep, rich colorings—the soft, warm greens, the rich fur browns, the quiet blues and grays and deep wine-tinged shades, that show up so rich and elegant against the trimmings of fur and velvet, soft silks and braids. Here the trim little Coat that hovers just above the waist-line; here the Redingote in the first phase of its modification; here the Eton jacket with its great long coat-back; here the large collars, and the new side-plaited skirts—every style that is

Daily's Air-Brushed Cards



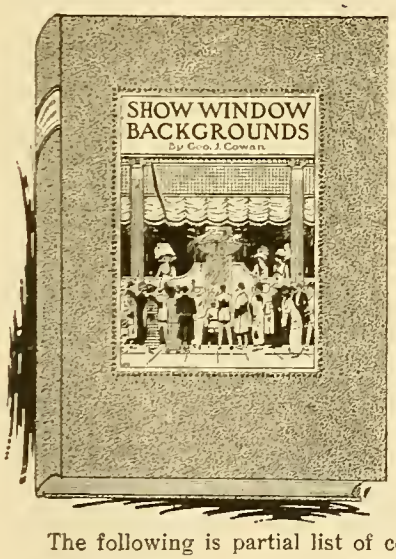
Reflect the Christmas Spirit

—they make your windows snap and sparkle. Other classy designs are described in my *handsome new Christmas folder*. Send for it.

BERT L. DAILY
DEPT. E-10, DAYTON, O.

Write for my new complete catalog, telling all about "Perfect Stroke" brushes and supplies.

(See my other ads elsewhere in this issue.)



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

2 New Year's Windows.
3 White Goods Windows
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows.
6 Decoration Day Windows
5 Fourth of July Windows
7 Summer Windows.
2 Horse Show Windows.
16 Fall Opening Windows.
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
11 Christmas Windows.
16 Period Decorations.
10 Sale Windows.
2 Bas Relief Backgrounds.
2 Stencil Backgrounds.

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago

Mr. Amateur & fellow Craftsmen,

— have you been called upon lately for more speed in your show card work?

— have you bumped into a hint that *"Something Different"* would make a hit with your employer or customer?

— have you noted the ever-changing style tendencies in display advertising matter?

New Style Illustrations. Alphabets. Backgrounds. Type-faces

— have you remarked any radical changes in the general style of the humble Sho-Card ?. WHY NOT ?

The Answer { *The only available tools are the Sonnecken Pen and the so called "One Stroke" or Rigger Brush, which admits of very few style changes without sacrificing speed.*

our new **Speed-Ball Pens**

with which this advertisment was originally lettered, will prove a valuable acquisition to every letterer.

I will send 2 Speed-Ball Pens. 2 different styles - 2 hand lettered alphabets, by Gordon, for $1.00

Our New Catalog is ready
it tells you about some modern specialties for the Sho-Card Man also some valuable information
- " FREE " -

Ross F. George. 300 Boston Blk.
SEATTLE. WASH.

NEWEST IDEA IN CARD WRITING



Embossed Letter Made with Peerless Embossing Powder

EMBOSSED LETTERS

Embossing Powder

For Making Embossed or Raised Letters, Ornaments, Etc.

Sprinkle this powder on your letter or ornament, heat the card and the powder melts and forms a perfectly embossed letter the same color as the ink used on letter or ornament. Makes absolutely the newest and most attractive card you can get. Can be used for plain, simple cards or for the most elaborate.

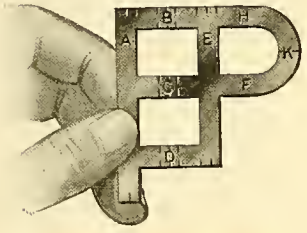
Comes in two grades, A and B.
A is a fine powder to use in making small work.
B is a coarse powder to use in making large work.

Newest Thing Out for Card Work

Makes the most attractive price tickets and show cards at practically no more expense. A package of the powder will last a long time for use on many hundreds of cards.

Most marvelous color effects can be produced, because the colors fuse into the embossing powder.

Order your powder at once, so as to be the first to use it in your town.
Complete instructions and 2 large packages of powder, A and B..... **$1.00**



Poligraf Lettering Device

"Poligraf" Patented Lettering Device

This wonderful tool recently invented makes it possible for persons with absolutely no knowledge of card writing to make perfect letters.

By this one tool you can make all letters and numerals in capitals and lower case in sizes 1, 1½ and 2 inches high.

This tool gives perfect proportions to all your letters, perfect curves and perfect straight lines. In fact, its work is only short of marvelous.

The "Poligraf" is made of indestructible steel and will last forever. It is about 2 inches square and weighs one-fourth of an ounce. Can be carried in your pocket.

It is a wonderful help in teaching the beginner correct proportions of letters, and the most inexperienced person can do beautiful, uniform, clan-cut lettering one minute after they get this tool.

A pamphlet containing complete instructions, types of lettering, alphabets, etc., are sent with each "Poligraf." Every card writer should have one. Sent Postpaid, ... **25c.**

Most Complete Card Supply Catalogue Published Will Be Sent On Request

The Koester School - Card Writing Department - 215 S. Market St., CHICAGO

Dance Frocks Lead in This Display. So new and up-to-date, that a single model numbers a dozen points of style never shown before. In these we have the chemise-gown at its best, the first showing of monkey-fur, the introduction of striped taffeta, the new combination of silk tapestries and laces, the two-shaded girdle, the many-pointed tunic, the first use of large-flowered taffeta, and a hundred other features that few will pass without notice. These and a multitude of practical Dresses of cloth and silk within the price-range—$10.75 to $55.00.

Women's Coats Have Borrowed Men's Overcoating. Black, dark brown and gray frieze, soft and heavy and made into large, loosely fitting coats for motoring, storm wear or to slip on over other wraps. They are very good looking as well as serviceable, and have large or set-in sleeves, big pockets and some have belts. One very new style has a full redingote effect and a new cape collar. Prices are $25 and $37.50.

Capes—A Little Outclearing. All the remaining capes in stock—broadcloths, black and colors; blue and black serges and novelty cloths. Very wearable just now and quite wonderful at their reduced prices, $5, $10 and $15.

Overlot of Young Women's Raincoats at $3.75. Precisely like coats we've often had at higher prices—but you know that there hasn't been much rain this year. They are of mercerized poplins in navy blue, tan and black, are cut in mannish style and are rain-proof, every one. 14, 16 and 18-year sizes.

A Display of Luxurious Furs. Foremost among the many beautiful Furs now on display here are Kolinsky, Fitch, the latter principally in combination with Skunk and Hudson Seal, and Black Furs—Lynx, Fox and Broadtail, which give every indication of being very fashionable this season. Muffs have taken to themselves the shape of the melon, while Neckpieces are noticeably smaller. New in Fur Coats is the Cossack, which reaches to and below the knee; Cape effects are also good.

News of the New Skirts. The new Skirts are not only especially attractive, but they are more varied in style than in many seasons past. Plain-gored styles and yoke effects serve to accentuate the smartness of the plain and plaited-tunic styles, some of which have a plaited underskirt or are plaited from the waist. The materials are principally serge and poplin for practical purposes, and voile for better wear—$5.00 to $16.50, according to material.

Silk Petticoats. The most attractive importation we have ever had—Petticoats of chiffon, crepe de chine, pussy willow taffeta, messaline and silk jersey. Straight lines continue the vogue, and the tunic is in evidence. Tinted laces, Roman-striped Ribbon and accordion plaiting are noticeable.

French Underwear. Decidedly novel are the new Corset Waists made entirely of lace, and reaching down to the end of the corset; Bodices that tie in front; Chemise beautifully embroidered; Night Gowns of handkerchief linen, the design worked out in dainty hemstitching.

Negligees. Soft, clinging materials for imported Negligees—crepe de chine, chiffon, crepe meteor and the finest of challis, in various new colorings. Low- and high-waisted styles are equally favored, as also are hand-embroidery and fine laces as trimming. American-made Negligees equally beautiful.

Here are the Smartest New Autumn Skirts. Practically every woman that sees them concedes that, and the way they are hurrying out is another proof of their superiority. Many yoke-effects are here, and many of the fashionable plaited styles, as well as tunics in all their new forms. Made of serge, poplin, voile, mohair, chuddah and those soft, warm, dark-toned plaids. Prices for plain-gored, button-trimmed Skirts, $3.75 and $5.00; more elaborate models, $7.50 to $16.50.

Now a Beautiful Display of $5, $6 *and* $8 *Trimmed Hats.* Hundreds of lovely new models, fresh from the hands of our artists, who have exerted themselves to the utmost in an effort to produce inexpensive Hats, yet without a trace of the commonplace about them. Here they are! Hats that for style distinction and unusualness are not to be equaled



GET READY BOYS!!

START EARLY

Take advantage of our HOLIDAY OFFER

on

SCENIC PAINTINGS

A Special 10% discount on all Winter and Xmas Effects received before October 20th.

Your name and address will bring our **Holiday Circular.**

Send 25c for 3 Sample Cards, 7-11. Made by hand.

THE BER-ZER STUDIO, Dayton, Ohio

Beauty in Your

Holiday Displays

Discriminating Decorators will appreciate the many beautiful decorative specialties I am offering for the holiday season.

My line is unusually large and varied and you will find my prices much lower than you would expect from the appearance of my productions. At a small expense I can help your windows wonderfully.

Plan early—write to me today about your holiday backgrounds

Special Paintings and Decorative Panels of all kinds, Urns, Pedestals, Dividers, Relief Ornaments, Special Floor Coverings, Tables, Plateaus and Fixtures.

J. Clarence Bodine

Designer and Manufacturer of Permanent Backgrounds in any Wood and Finish.

Phone Superior 4136

856 N. State St., : Chicago

Send for This Free Booklet



A big assortment of delicate blends, live colors and veneers in "NAT-MAT," MAT and Show Card Boards.

The easy to handle, ready to use material for Backgrounds and Snappy Show Cards.

MAT Board, Show Card Board, Background Board.

National Card, Mat & Board Co.
Manufacturers
Chicago W. Superior St. U.S.A.

Send for this Booklet, free today

National Card, Mat & Board Co.

MANUFACTURERS

216-218 W. Superior St., CHICAGO, ILL

"Window Card Writers' Charts"

A series of elementary lessons for the **beginner** in card writing. The charts contain practical instuctions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modem show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**

THE MERCHANTS RECORD CO.

315 Dearborn Street, - - CHICAGO

WOLD

AIR BRUSHES

THE STANDARD OF THE WORLD

SEND FOR

Our 72-Page

Air Brush Catalog

THE WOLD AIR BRUSH ART SHOP

716 W. Madison St., Chicago, U. S. A.

anywhere at similar prices. All the new Turbans and Toques, the new Sailors and flare-brims are represented. Chiefly of black silk velvet, and silk velvet in the deep, soft shades of autumn, with all the newest feather fancies, flowers and novelty ornaments in the trimming.

The Reign of Velvet Has Begun. To Velvet and other pile fabrics have been accorded first honors this autumn, and every indication points to their continued popularity throughout the winter. Velvet appears everywhere, suits, wraps and gowns being made of it entirely or in combination with other fabrics. Millinery inclines strongly to velvet, and touches of it appear on waists and children's apparel.

Trimmed Hats, $5, $6 *and* $8. In this collection are all the fashionable Hats of the season—Sailors, Tricornes, Russian Toques, long, narrow Turbans, flaring brims and various small close-fitting shapes. All made in our own workrooms, assuring an excellence in workmanship not shown elsewhere, and materials of a quality seldom found in Hats at similar prices. Many are copied from high-priced models, frequently from French Hats which we import for that purpose—$5.00, $6.00 and $8.00.

Black Velvet Hats—and More Black Velvet Hats—Untrimmed. The black velvet hat is in the bright center of the fashionable limelight, and there's many a woman who will want to trim her own. In the untrimmed millinery there are bicornes and tricornes, flare hats and sailors—and are large and small. The hats are $1.50 to $4 each, and we have the correct trimmings for them.

Display of Mourning Millinery. Women who are eager for a peep at the styles which will prevail this autumn, as well as those directly interested in Mourning Millinery in particular, will find much to interest them in this OPENING DISPLAY. All that is refined and elegant in the season's fashions is shown at its best, adapted to the purpose without losing in grace or becomingness and frequently modified with evident improvement. Many Sailors are shown, and many Tricornes, also a great variety of Toques and Turbans, chiefly of the close-fitting variety.

Neckfixings, Inexpensive Hand Embroidered Effects a Feature. More than a collar, for neckwear this season may mean vest, vestee, guimpe and often cuffs to match as well. Makers have been spurred to prettier effects than ever, and the Gimbel Store has seemed to "corner the market" on dainty, tasteful and inexpensive effects, many being handwrought.

"Fashion Is With Us," Said the Lace Man. "Nearly every word of Fall fashion says 'laces,' and it is wonderful good luck that we were able to get our stock in time. The foreign market is practically closed now, but Wanamaker customers will get their places—and all new laces, too." Amber is the new color in laces this season. Find it here in a richly beautiful flounce of amber colored net, worked with a border of gold thread and large floral motifs embroidered in color. Or you may have the same in cream or black net. It is 29 inches wide and $6.75 a yard.

Display of Infants' Wear. Mothers of little folks shouldn't pass the Infants' Wear Shop to-day, without a peep inside. There are CERTAIN LITTLE COATS there that they should see—Coats of soft, woolly fabrics, with bright touches of velvet and soft little edges of fur—$5.00 to $45.00. And a lovely collection of SMOCKED DRESSES FROM ENGLAND, some all soft and white and fleecy, and some smocked in delicate colors. AND FRENCH HATS claim attention, too—the little Turbanettes of silk and velvet, wreathed in ostrich and studded with tiny flowers, or, boasting, perhaps, a tuft of feathers—$10.00 to $25.00.

And Still the New Silk Waists Come. New ones every day—and such fascinatingly pretty things they are! Here's a little group that have never been in print before: Striped messaline—the stripes so arranged that they give the effect of a Roman plaid. The waist is made with white pique vest and collar. It is $5.50. Plain messaline waists are also here if you want them—made in new models, with Roman striped silk for trimming and quaint girdle which ties in back. $5.50. Striped crepes de chine with high collars are also very new. A lately arrived style has white stripes on black or blue, has high turn-over collar and turn-back cuffs faced with white crepe de chine. $5.50.

Silks Court Admiration. All pile fabrics are greatly fancied, and, fortunately our importations of Plushes, Velvets and Velveteens were never so large. TAFFETA SILKS are strongly featured—plain colors, two-toned, figured and plaid effects, as well as Satin and Warp-print Chiffon Taffeta. Exclusive NOVELTIES enrich the Display, without, however, detracting one iota from the beauty of the BLACK SILKS, EVENING and STAPLE SILKS, which the season has provided in such profusion.

Imported Silks and Velvets An Assortment Truly Wonderful. We can say, with every desire to be put to the test, that not only is our assortment of Silks, and particularly of Velvets, the best we have ever had at this time of the year, but it is a showing without an equal anywhere. Call it good fortune, if you will, or what it really is, thorough preparations made nearly a year ago, the results are the same to the women of Philadelphia and vicinity.

New Serges, New Gabardines, New Poplins. These practical, good-looking fabrics are particularly well liked this Autumn, and women are asking for them for the fashionable one-piece gowns, the new suits and costumes. In this assortment you will find the best weaves we could get for you from Europe and America. The colors are those you will want, and there is a most attractive and varied collection.

Exclusive Dress Goods. The season has given us no striking novelty or color in Dress Goods, but has contented itself with an elaboration of the staple weaves, and by awarding laurels to black and navy blue. PLAIDS, and more partitcularly quiet-toned Roman Stripes, provide a strong colornote; BROADCLOTH, of which we have our entire importation, enjoys a marked revival; light-weight WOOL FABRICS, also SILK-AND-WOOL FABRICS—these may be said to dominate the Dress Goods World. COATINGS and FABRIC FURS in great variety.

Roman Stripes Appear in Dress Materials. Roman stripes have now made their appearance in Dress Goods. Effective use is made of them for tunic skirts and dresses and suits, often in combination with a plain-color material, and as trimmings. A great variety of color-tones here, both bright and subdued.

New Broadcloth for Coat Suits. The rich, lustrous fabric is particularly well suited to the long redingote styles and there is already a growing scarcity of imported broadcloths on account of European conditions. At this moment, however, a choice may be made from 125 new shades in our assortment of imported broadcloths, any of which we should probably have much difficulty in duplicating and especially at the present prices.

The New Dress Fabrics. This is a season of practical weaves and colors, no novelty weave receiving undue prominence, and to black and navy blue being accorded the preference often bestowed on newer or more striking colors. Broadcloth has again come into its own, and all lightweight Wool and Silk-and-Wool Fabrics are fashionable. Plaids and Roman-stripes are favored, and Coatings and Fur Fabrics are here in a wonderful assortment. So great is the vogue for BLACK, that many manufacturers are devoting their time entirely to the weaving of Black materials.

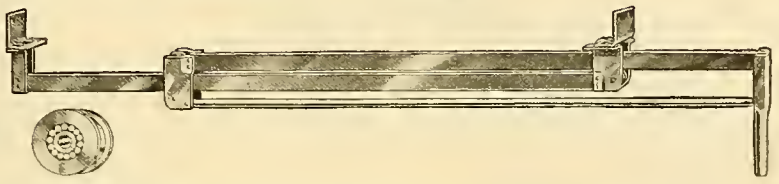
Our Collection of Imported Broadcloth includes perhaps the best assortment of colors we have ever had the pleasure of showing you! The new Autumn shades are particularly rich and lovely, and the fashionable category includes many hues this year. All the desired weights, beautiful luster and finish, and the best qualities to be had for the price are in this assortment at $1.50 to $3 a yard.

Black Silks at Special Prices. This Store is headquarters for Black Silks, and when special lots appear from time to time, we are glad to share the savings with our customers. These Silks are suitable for wear during the entire year, being medium-weight, and permitting of draping in any style.

New English Coatings Rich and Novel. At $2.50 a yard are seven different styles in grays and tans with color illumination in the form of overchecks or woven into the mixture. Other grades are $3.50 and $4 and they are black and white, grays or tans, a number with quite distinct plaids. Decided novelties, all of them, and quite impossible to duplicate this season. Heavy enough for any kind of weather and made of all wool, they are 54 inches wide.

$5.00 *to* $12.00 *Silk Waists,* $3.85 *to* $6.75. Silk and Lace Waists, taken from our regular stock, and reduced in prices for immediate disposal. Included are Waists of chiffon, lace, net, crepe de chine, taffeta and messaline; made with low neck, finished with soft frills or with pretty collars; chiefly with long sleeves. Many are beautifully trimmed with laces, embroideries and fancy buttons. Black, white and suit colors in the lot.

HERE'S A NEW ONE!



THIS IS THE WAY THE BEARINGS ARE MADE.

THE ECONOMY TROLLEY

Made in any desired length up to 40 inches long. This is not a heavy trolley for men's woolen clothing, but a light one for wash suits, ladies' jackets, skirts, children's clothing, etc., etc. It is, however, of the same high quality as our heavy *Columbia Trolley* that is so well known all over America. Ask us about it. Try us on fixtures for *Hat Cases* too.

HARDWARE SUPPLY CO., Grand Rapids, Mich.



BEAVER BOARD

This free booklet "BEAVER BOARD for Window Trim" is full of practical suggestions for the window trimmer. A new edition is ready. Write for it today.

You're Buying Right



when you purchase your display fixture requirements from us. Proof?—Compare our prices.

Suppose you send in to us your present order now—you'll find our merchandise, service and business methods superior to all others. Will you be wise?

Write for our fall 1914 bulletin. It's interesting.



No. 54

Waist form newest shape, white, pink, or black jersey on 6-inch base. $24.00 doz. On 7-inch base, $27.00 doz. Sateen or NEW FLESH TINT ENAMEL, $48.00 doz.

No. 10D

No. 10 D Gown Stand Extensible. 5-inch base, 15-inch stand, $9.00 Doz. 6-inch base, 21-inch stand, $13.25 Doz. 7-inch base, 27-inch stand, $15.75 Doz. 8-inch base, 30-inch stand, $23.75 Doz.

B. BRAGER & SONS
49 Crosby Street
Bet. Broome and Spring Streets
One Block East of Broadway
NEW YORK

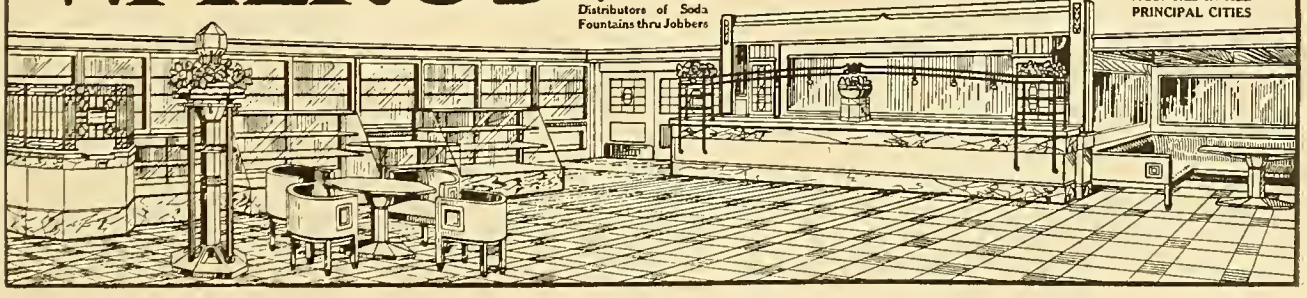
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES



Value of System

By Walt Mason

Your system may be right as rain, you may be stranger to all pain; but if you don't take proper care, disease will soon be rankling there, and you'll be blowing dollar bills for some fat doctor's basswood pills.

You go outdoors and wet your feet, or drink ice water in the heat, or sit some evening in a draught—and then the doctor springs his graft, and all the neighbors hear you groan with measles in your collarbone. If you'd be healthy, husky, strong, you must watch out, the whole year long; the little cold that makes you sneeze may bring along some dread disease.

And thus it is in business, friend, on some wise plan you must depend; some modern system you must know, if you would see your business grow; if you would stop the little leaks, which tap the till, like human sneaks; your faith on system must be placed if you would end all useless waste, and straighten, ere a wreck is made, the tangles of your daily trade. Your business health is much the same as health in any mortal frame. The little ills so easy caught, are all with dire disaster fraught; the ills to which no thought you gave, may take you to an early grave.

So every dealer who would win, all earnestly should now begin to read the journal of his trade, which for his benefit is made; which digs up helpful facts and prints a score, a hundred useful hints, which tells how other dealers won, and corded up all kinds of mon. The painter and the druggist man are sure to find some winning plan, the landlord of the big hotel who knows he's doing pretty well will learn how better he might do, when he has read his paper through. The drygoods man therein will read what sort of goods his patrons need, and every man who would advance, will find described some bully chance.

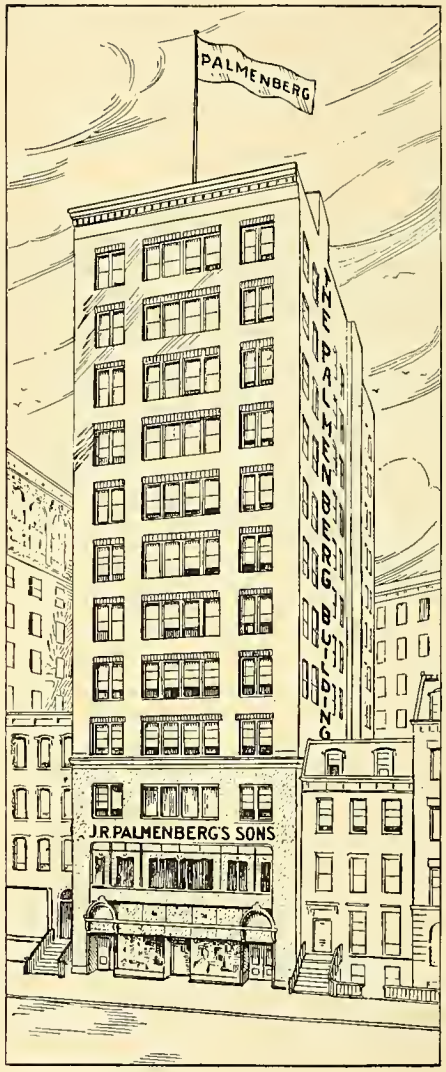
That man's a hundred years behind who doesn't try to stock his mind with helpful, vital truths that live—such as the good trade papers give.

(Copyright, 1914—M. B. Kovnat, Chi.)

For Our Advertisers

The Palmenberg Building

On or before February 1, 1915, J. R. Palmenberg's Sons will occupy their quarters in the Palmenberg Building, Nos. 63 and 65 West Thirty-sixth street, of which this is an illustration. The location is significant of the great uptown movement, in New York, of almost every branch of business,



and the fact of taking over 20,000 square feet for samples, salesrooms and office indicates how the store equipment business is growing. The Palmenberg folks expect to make the finest displays of their products that they have ever made, and thus enable the trade to get many ideas on window trimming and decoration.

J. R. Palmenberg's Sons announce that D. R. Mowerson has resigned his position with them.

Good Alphabets

In our last issue there appeared a little notice concerning the show card alphabets that are being distributed by Ross F. George of Seattle. In that notice the impression was given that all of these alphabets were the work of Mr. George, whereas the lettering was done by Gordon, "The Show Card Man." The show card work done on the Pacific Coast is generally conceded to be the best in the United States and Mr. Gordon has the reputation of being one of the best on the Coast, of being the originator of some really clever and unique stunts, practical alphabets (with the struggle left out), etc. A snappy little catalogue will be off the press October 10 and will illustrate an excellent line of card writers' supplies.

Lignine (Wood) Carvings

UNBREAKABLE

Will Help Create

Beautiful Backgrounds, Screens, Plateaux

Can Be Used Over and Over Again

Attached by nailing and gluing

Easily
Finished in Weathered or Golden Oak, Mahogany, Marble, Painted and Gilded.

39 page Catalog of hundreds of designs and sample—FREE

Ornamental Products Company

14th Ave. - Detroit, Mich.



416 B.

Scenic Paintings Like This

Draw Christmas Crowds.

Many more artistic paintings are illustrated in *my handsome new Christmas folder.*



Send For It

Also write for my complete new catalog.

BERT L. DAILY

DEPT. EM, DAYTON, O.

You can't do your *best* work without "Perfect Stroke" brushes and supplies.

(See my other ads elsewhere in this issue.)

Send for Our New Catalogue of Xmas Decorations



High Class Goods
Low Prices
New Designs

Holly Vines, $6.00 per gross yards up.

Natural Preserved, Fireproof Holly Wreaths.

Full Line of Natural Preserved Beech, Oak, Poplar, Ferns, Garlands, etc.

Our new catalogue will be a money saver for you.

J. HARTWIG CO.

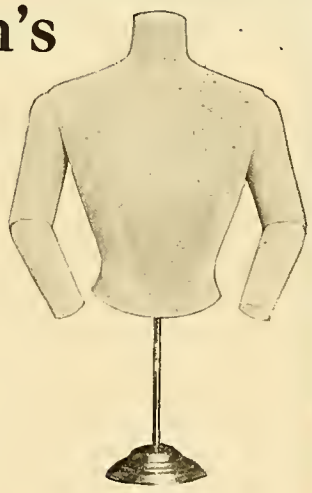
The House of Originality

Manufacturer and Importer of Art Decorations

28-32 Pellington Place Brooklyn, N. Y.

Show Room, 738 Broadway, N.Y.

Feldman's New Waist and Suit Forms



No. 277

Made with or without
Detachable Jointed Arms
as shown here.

Washable Flesh Color Enamel, Satin, Sateen or Jersey Covered

The arms are adjustable and easily detachable at shoulder, or at elbow when showing short sleeved garments.

Write for Illustrated Price List

L. A. Feldman Fixture Co.

738 Broadway, New York

Annual Prize Contest 1913-14

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before Dec. 1st, 1914.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

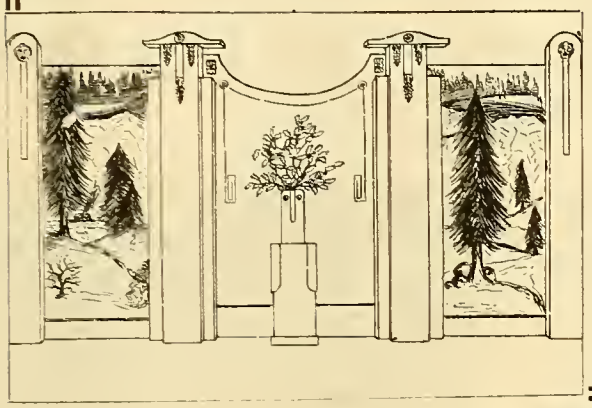
Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street **CHICAGO, U. S. A.**



Daily's Christmas Window Backgrounds
SELL GOODS

Send for Handsome New Christmas Folder Containing Prices, Illustrations and Descriptions.

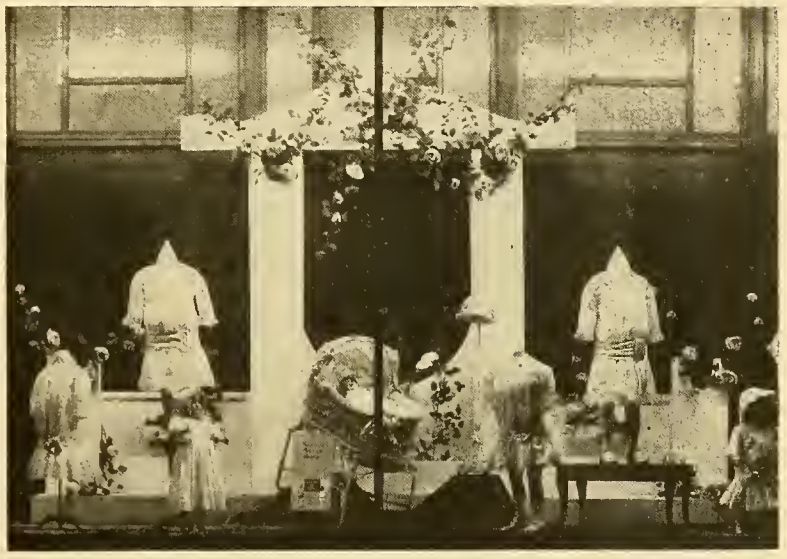
Bert L. Daily, Dept. M-R, Dayton, O.

Distributor of "Perfect Stroke" brushes and supplies.
See my other ads elsewhere in this issue
Write for my complete new catalog.

COMPO BOARD

for

Show Window Backgrounds



Suggestion for Use of Compo-Board

Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

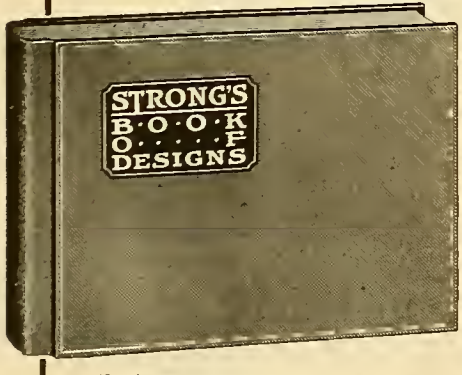
You Can Know the Genuine at a glance by simply comparing a sample with any of the pulp boards on the market.

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Ingenious Window Trimmers are every day devising new and useful ways for employing Compo-Board. It will not warp or split and is not effected by heat, cold and moisture.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., 1404 Lyndale Ave., No. Minneapolis Minn.



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10½, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.

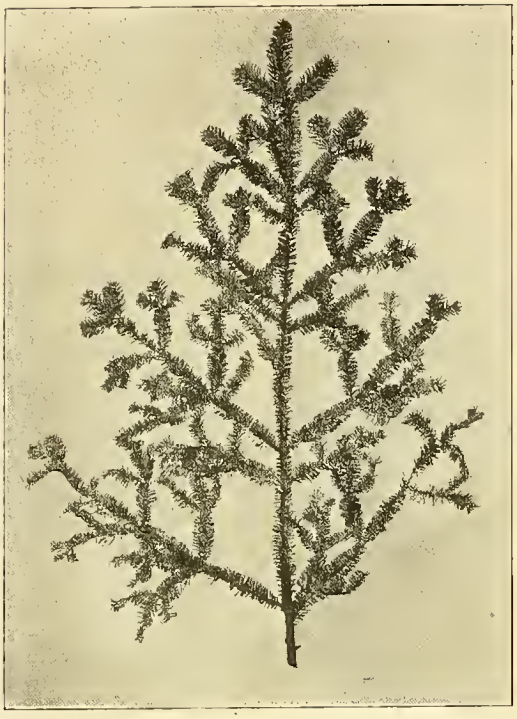
The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.



THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.

New Decorations

With the True Holiday Spirit





Here we show a new Botanical product that will have the enthusiastic approval of every display man who appreciates the value of appropriateness combined with newness and beauty. Handsome, thick pine sprays, the historical symbol of Christmas, are gathered in the northern woods where they attain their greatest perfection. They are preserved, fireproofed and frosted by a new Botanical process which adds wonderfully to their natural beauty. These pine sprays are far superior to anything of the kind that has ever been offered the display man.

These sprays are from 2 to 4 feet high in assorted sizes and can be furnished in solid white frosted or green and white frosted. Send for free sample.

Per Hundred . . . $25.00

When sold in lots of less than fifty, an extra charge of 50c is made for packing.

Thick Pine Garlands with natural pine cones, fireproofed, 3 yd. lengths, per yd., **$0.65**

Use these beautiful pine decorations in combination with our handsome Poinsettias or other bright colored flowers and you will get splendid results.

Send for Our Christmas Catalog

Never before have we had such a large and varied line of holiday decorations as we are offering this season. Our big stock shows a wide range in designs and prices. We have everything from the finest imported staples and novelties to the most inexpensive domestic products including many exclusive Botanical specialties that have not been offered before. We have what you want at the price you want to pay.

Our new holiday catalog is just off the press and it is the most interesting book ever placed before the display man. It is beautifully printed in full color and every flower and leaf is shown in exactly the same tint as the original.

This book was printed especially for the coming holidays and you should study it carefully before planning your Christmas displays. Send for it now.

The Botanical Decorating Co.

504 S. 5th Ave.
CHICAGO

Our X-mas Catalog

Is Filled With New Ideas



Velvet Poinsettias—Best imported—Single flower on 19 in. stem with 3 leaves and rich foliage.
.....**Doz. $1.05, gross $10.75**
Some with 5 leaves .....**$1.50, Doz.**

Velvet Poinsettia—Imported single flowers, short stem and no foliage
..... **Doz. 85c, gross $9.75**



Poinsettia Vine—3 fine imported satin flowers and good foliage, 1 yard long.....**Doz. $3.75, gross $40.00**

Poinsettia Vine —Same as above but smaller flowers. **Doz. $2.20, gross $22.00**

Paper Poinsettias—Well made with 12 inch stem and 2 leaves. **Per 100 $3.75**

Paper Poinsettias—Short stem without leaves..... .....**Per 1000 $23.75**



Special Holly Vine—Extra fine imported, fireproof, 12 leaves and red berries.
..... **Doz.$1.00, gross $9.50**

Holly Vine—Good leaves and red berries, best grade.
.....**Doz. 55c, gross $5.50**

Imported Holly Spray — Very fine, 24 leaves, 20 berries.
..... **Doz. $1.75, gross $18.00**

Green Holly Spray—Excellent quality, 12 leaves and berries.
.....**Doz. 75c, gross $8.00**



Red Paper Bells—Best Quality

3 in. diameter, ½ gross in box	Doz. $ .10	Gro. $ .88
7 in. diameter, 3 dozen in box	Doz. $ .30	Gro. $ 3.00
8 in. diameter, 3 dozen in box	Doz. $ .35	Gro. $ 3.50
11 in. diameter, 2 dozen in box	Doz. $ .50	Gro. $ 5.50
14 in. diameter, 2 dozen in box	Doz. $1.00	Gro. $10.50
18 in. diameter, 1 dozen in box	Doz. $1.50	Gro. $15.00
20 in. diameter, ½ dozen in box	Doz. $2.50	Gro. $25.00

Hundreds of beautiful and inexpensive decorative specialties are shown in our new colored catalog. Our goods and prices will suit you.

The Botanical Decorating Co.

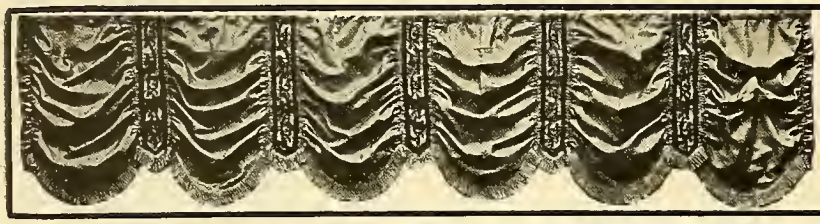
504 South Fifth Avenue - - - Chicago



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. Practical Compendium of Commercial Pen Lettering and Designs, new and enlarged, 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.



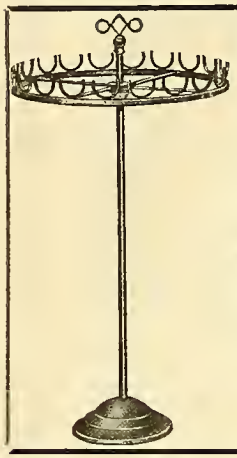
VALANCES and SHADES

We are specialists in the manufacture of shirred shades, valances, panels, window shades, upholstered cushions and other artistic treatments for store or home.

Send for samples, prices or designs

THEO. H. MASTEN CO.,

34 East 9th Street NEW YORK CITY



Window Advertising

That is 100% Good

can only be secured with the use of Fixtures and Forms which are right.

No Decorator, however efficient, can do his best work unless he has the proper "tools."

BARLOW DISPLAY FITTINGS are designed by men who thoroughly understand the Trimmer's requirements, and they ARE GUARANTEED to give satisfactory service.

Shall we send our catalog?

The Barlow Company

No. 79-B Race St.

Holyoke, - Mass.

KAWNEER STORE FRONTS

are universally used in large and small buildings—in large cities and small towns. There are now **30,000 Kawneer Store Fronts in use.**

Send for "Boosting Business No. 14."

Kawneer STORE FRONTS

KAWNEER MFG. CO., NILES, MICHIGAN

FOR

WINDOWS and BACKGROUNDS

USE

Silk Plushes, Velours, Felts, Cretonnes, Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

"Salelite" Electric Flash Signs



With our **Interchangeable Letters** you can make Thousands of different signs. Brilliant black and white glass letters.

These signs are durable, of all metal construction, and are fully guaranteed.

Come in three sizes complete with lamp, aluminum reflector, flasher, cord and plug. Can be placed on show window floor, in show case, or hung by chain in any position desired. MORE SALES is what you want. Install one or two of these *"SALELITE"* SIGNS and watch your sales grow.

Write for booklet

Three Sizes: **$5.00 $7.50 $10.00**

Agents Wanted **Frederick A. Watkins** **Sole Distributor**

567 West Washington St. CHICAGO, ILL.

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of $3.50
All Charges Prepaid

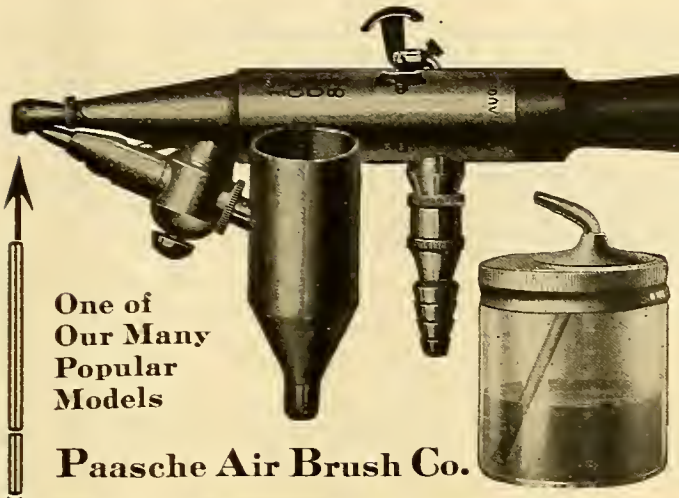
The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.



American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



One of Our Many Popular Models

Paasche Air Brush Co.

Paasche's 3 in 1 Air Brushes

THE BEST OF THEM ALL

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINION

Invaluable Instrument

Model "E"-2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.

E. O. WHEETE, Decorator, Care Pegram D. G. Co., Muskogee, Okla.

Student Earns Way With Paasche Brush

It gives me pleasure to state that your Model "F"-2 Air Brush has given entire satisfaction. I am a student earing all my expenses in the card writing business, and consider the air brush most indispensable for my work.

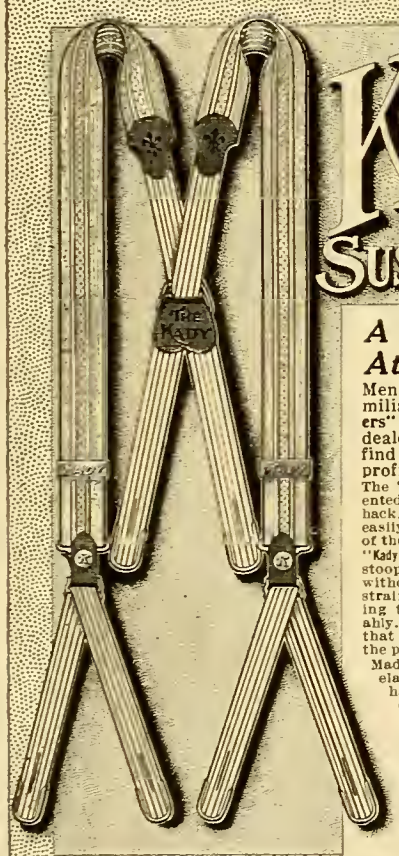
McCASKILL, (The Student Sign Man), Austin, Texas

Hundreds Write Likewise

MANUFACTURERS

5 South Clinton St. CHICAGO, ILL.

Send for latest circular of complete outfits



KADY SUSPENDERS

A Name That Attracts Trade

Men of America are familiar with "Kady Suspenders" to the extent that dealers who display them find ready sales and quick profits.

The "Double Crown Roller," a patented device concealed in the back, permits them to adjust easily to the slightest motion of the wearer.

"Kady Suspenders" allow you to stoop or lean in any position without chafing the shoulders, straining the buttons or pulling the trousers uncomfortably. No complicated straps that twist, or cords to run off the pulleys.

Made of the finest quality of elastic webbing in many handsome patterns, and every pair is guaranteed to the user.

Retail at 50c and 75c

Prices to Dealers

$4.00 and $4.25 the dozen

The Ohio Suspender Co.

Mansfield, Ohio

Makers of all kinds of Suspenders, Belts and Garters

Salesman or catalogue sent on request o ask your jobber.

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



MY CATALOG contains a complete list of everything the sign and show-card writer needs

THE D. S. of L. BLUE HANDLE BRAND BRUSHES for every purpose are listed and illustrated—your favorite brush is there. We have a large showing of French made brushes. There are no better brushes made. Each one is a work of art.

SAVE MONEY ON YOUR SUPPLIES

You not only buy better supplies from us but you will save money. Hundreds of stores doing their own show-card work use "Strong's" Supplies. The best card-writers and sign men are big users. You need our catalog as a guide to safe and economical buying of lettering tools and materials. Write today for

"STRONG'S" SUPPLY CATALOG

Address, Supply Dept.,

DETROIT SCHOOL OF LETTERING

CHAS. J. STRONG, Founder

DETROIT **Est. 1899** **MICHIGAN**

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW

Book Department. **431 So. Dearborn St., CHICAGO**

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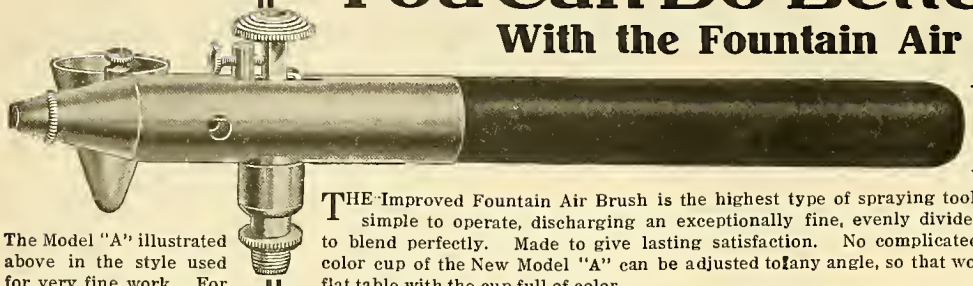
More subscriptions and advertising for

THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price $1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

You Can Do Better Work
With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

Artistic Sign and Card Writing Board

Every window trimmer needs an assortment of our attractive boards for window cards.

How many times after dressing an attractive window have you found yourself without a card of proper shade to harmonize with your display, to make your window complete and effective?

We manufacture and carry in stock the largest line of

CRESCENT BRAND

Imitation Veneers *Cloud and Marble Finishes*
Delicate Shades and Tints *All New Shades and Standard Colors*
Embossed Window Cards and Price Tickets
Board cut to size and into special and fancy shapes with beveled edges

If It's Board or Cards You Want—We Have It

Through our new process we are finishing our board extra smooth and hard, making it more adaptable for card writer's use.

For sale by all leading jobbers.
Send for samples and prices today

Chicago Mat Board Company

Manufacturers -:- Established in 1898
664-666 Washington Blvd. CHICAGO, U. S. A.

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



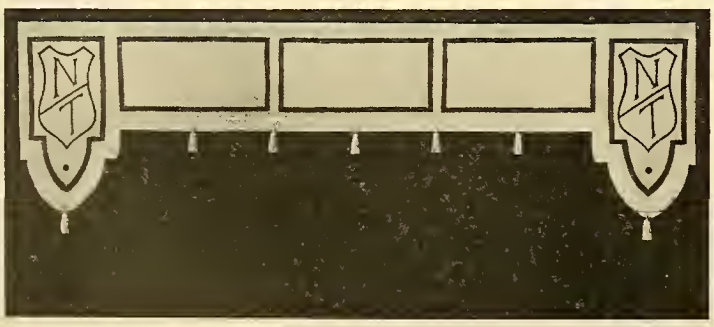
Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.
Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Write for portfolio of Sketches and Price List.

Valances for Show Windows Made to Order

Carrying out any design or trademark. Made to conform with any style of front.

We also carry a great number of beautiful stock designs to sell by the yard at very reasonable prices.

The Window Decorative Works
Dept. K. 1258 W. 4th St., Cleveland, Ohio

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HARMONY AND CONTRAST of colors. A book especially adapted for the use of Window Trimmers and Card Writers, containing charts showing practically all the fundamental colors that the window trimmer and cardwriter will be called upon to use, and giving the harmony and contrast of same. Also contains tables for the mixing and blending of certain colors to produce others. Sent postpaid to any address in the U. S. for $1.00. The Logsdon-Utz Color Co., Dept. E. Lawrence and Williams, Wichita, Kans.

FOR SALE—Window Display Figures. Have 8 or 10 in good condition. Used only twice. Wax heads and hands. Real hair. Will sell at a bargain. Make offer. Address Bond Motor Co., Kansas City, Mo.

REPRESENTATIVE WANTED in each locality to report information, news, names, etc., to us. We have established markets. No canvassing—spare time. Particulars for stamp. Address National Information Sales Company, Dept. B H R, Cincinnati, Ohio.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information, Business-Men's Clearing House, Denver, Colo.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers Supply Co., Galesburg, Illinois.



KEMPF CUTS GET ATTENTION!

EXCLUSIVE ADV. SERVICE

For Clothiers and Furnishers

Write for Prices

KEMPF VAN DRESSER CO.

32 West 28th Street - - NEW YORK

PERFECT AIR BRUSH INKS

Snowberry Air Brush Inks are the result of years of careful experimenting, THEY ARE ABSOLUTELY PERFECT. Dry Instantly, Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25

ROBERT HOSKIN, Manufacturer

625 Greenwich Street NEW YORK



Learn the Ornamental Plaster Paris Art. Beautify Your Window Displays.

You can make Handsome Vases, Pedestals, Shields, Column Caps, Flower Boxes, Etc., Etc. We furnish Book of Instruction including complete Formula of all materials required to make the gelatine molds. Price $1.50 with order.

THE IRABAR CO., - Harrisburg, Pa.

Send for booklet

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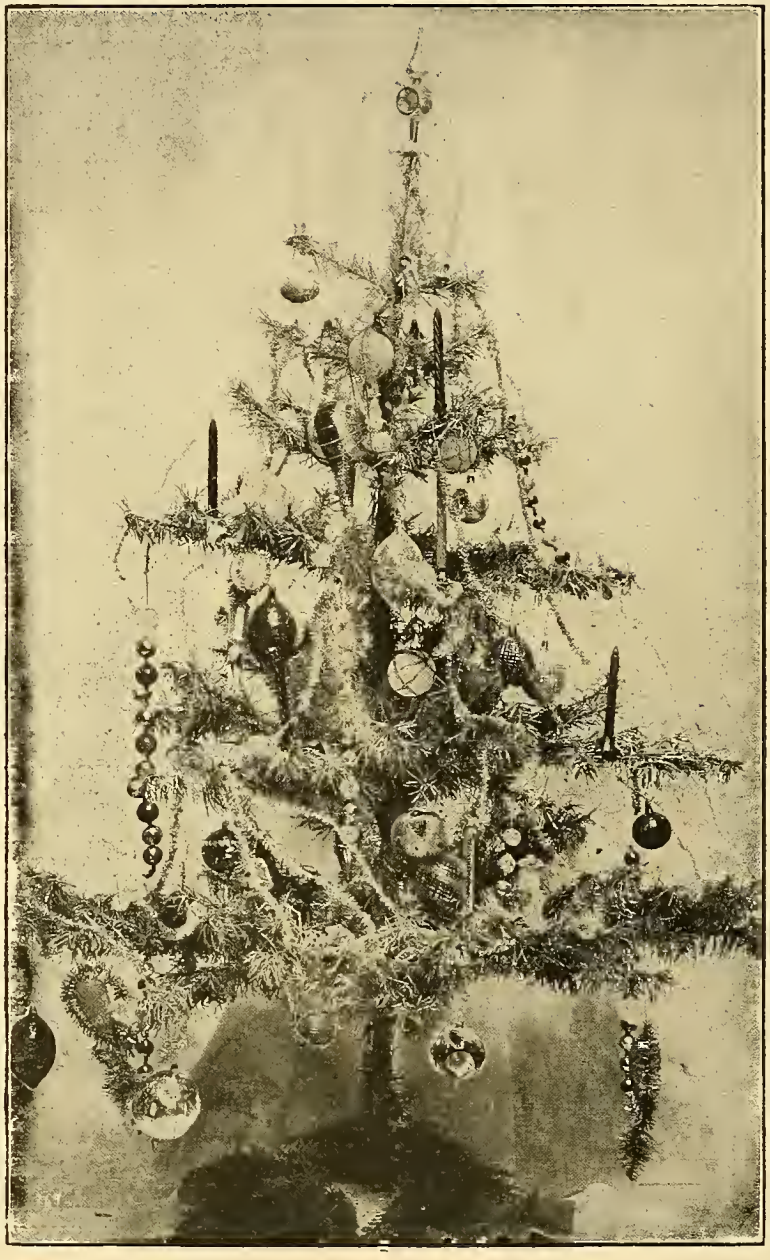
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NEW - Something - NEW



Xmas Trees have been used for Centuries. We have made them fireproof in green. Now we have **Something New** to offer, fully described in our Xmas Catalogue, 1914, **free for the asking.**

Holly Wreaths, Vines, Garlands, Natural Prepared and Artificial in all sizes. Poinsettias, Princess Pine, Etc.

FRANK NETSCHERT COMPANY

Manufacturer and Importer of Artificial Flowers, Decorative Plants, Etc.

61 Barclay Street . . NEW YORK CITY

VOL. XXXV NOVEMBER, 1914 NO. 5

Merchants Record and Show Window





Window Displays

The Most Profitable, The Cheapest, The Best Advertising You Can Do

Norwich Fixtures are not the cheapest, but with the quality and workmanship embodied in them they are the most profitable and best you can buy. Try them out

If you haven't sent for our Catalog No. 18, you are missing something, so send for one today



The Norwich Nickel & Brass Company

Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.



Flood your store with Daylight

—*reduce* your light bills
—*increase* selling efficiency through

Luxfer

LUXFER not only accomplishes this but **more.** It makes for a cheerful store - for a brighter store – for greater clerk energy and for pleased purchasers. It does away with "matching corners" or the necessity of "leading to the door" customers that they might better determine colors and values – it makes the **whole store** a matching corner.

Shoppers have expressed decided preference to purchase in Daylighted stores than in those that are dark and dismal.

Good merchandise must not only be well displayed but easily seen. You ought to make the most of your merchandise, and LUXFER will help you do it.

LUXFER pays for itself through the saving it creates in smaller light bills. It does not require upkeep expense. Its use is lasting. Its service is scientific, and the satisfaction it will give to you and your customers must be **experienced** to be appreciated. Let us tell you how.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 310 W. Michigan St.
DETROIT, Builders' Exchange.
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, Stroh Bldg.
NEW YORK, 507 W. Broadway.
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
MINNEAPOLIS, 506 Andrus Bldg.
DALLAS, Builders' Exchange.
SAN FRANCISCO, 445-447 Turk St.
LOS ANGELES, 928 S. Main St.



32 BALDWIN CARRIERS

in this large new store of J. F. Hink & Sons, Berkeley, Calif.

Baldwin Carriers are used in every state in the Union. The largest as well as the smallest stores are finding it profitable to use Baldwin's Carriers. They are the most economical of any method of handling cash and packages—let us give you figures on this BEST SERVICE.

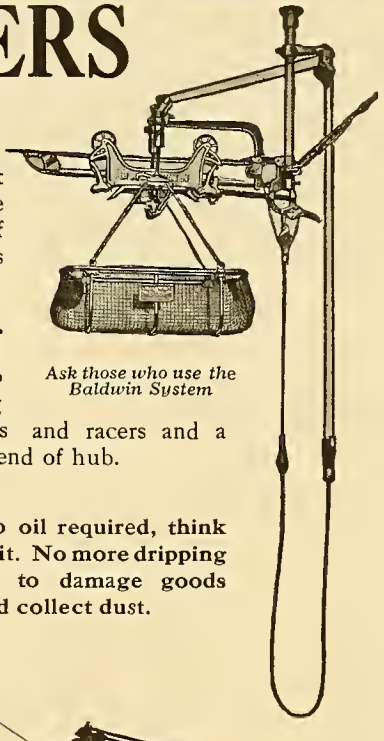
OPERATES LIKE A FLASH ON STEEPEST GRADES

The Flyer Cash Carrier

is absolutely unequalled for **Steep Grades, Speed, Easy Operation** and **Neat Appearance,** only one fine track wire to each station.

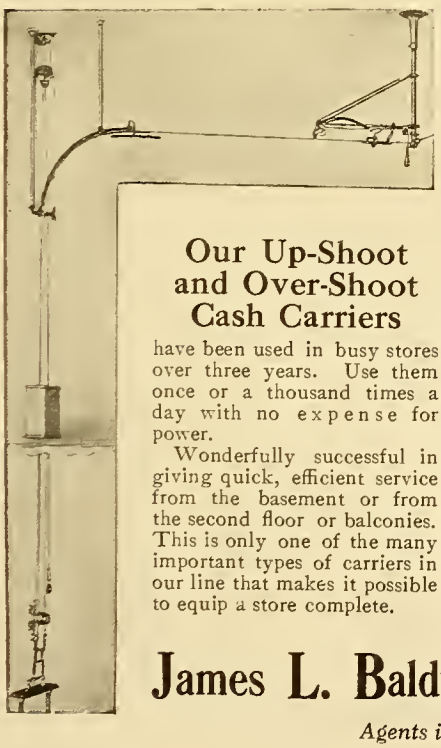
Baldwin Ball-Bearing

wheels are equipped with two Annular Ball-Bearings, having hardened steel balls, cones and racers and a dust proof cap on each end of hub.



Ask those who use the Baldwin System

No oil required, think of it. No more dripping oil to damage goods and collect dust.



Our Up-Shoot and Over-Shoot Cash Carriers

have been used in busy stores over three years. Use them once or a thousand times a day with no expense for power.

Wonderfully successful in giving quick, efficient service from the basement or from the second floor or balconies. This is only one of the many important types of carriers in our line that makes it possible to equip a store complete.

All Baldwin Carriers Are Built for Two Kinds of Service

Service to Customer

The customer wants her package and change at once as soon as the sale is made. This quick service does more to retain a customer's trade than almost anything a store can do. This is the kind of service **Baldwin Carriers** give your customers.

Service to Merchant

You as a merchant expect a carrier to wear well, and thus do away with annoying break-downs and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience, **All are satisfied,** that's why we **"stick"** and continue to grow.



Even a Child Can Operate It

This cut shows the Baldwin Neat Shelf Bracket for Sales Station support. The **Ease** with which the child operates it is additional evidence of its great proficiency.

Write Us Today

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago
One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

Successful Window Displays Are Only Made By Proper Lighting of the Show Window



No. 50 Pittsburgh S.W. Reflector with adjustable holder.

It is a fact that they are taking out the old systems to put in the "Pittsburgh" and why? Because it's better--that's all

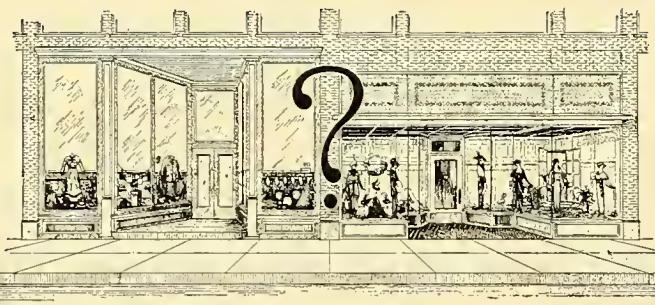
Out-of-date equipment is still costing you money

Investigate the latest and you'll buy "Pittsburgh" Show Window Reflectors —because they are most economical to use and give most effective lighting to make sales — no wasted light on side wall or walk.



Window of Help Yourself Store, Pittsburgh, Pa. Night photograph with absolutely no retouching. No. 60 Pittsburgh Reflector.

PITTSBURGH REFLECTOR & ILLUMINATING CO. 3117 Penn Avenue PITTSBURGH, PA.



Which Front Would You Trust

30,000 Merchants have placed their confidence in KAWNEER STORE FRONTS to produce business—among them are thousands of the keenest and most conservative business men in the country. They studied Store Fronts from *all* angles and decided in favor of KAWNEER. This universal adoption of KAWNEER should mean much to you in your decision of a new Store Front.

In designing and building KAWNEER STORE FRONTS always have we had the *people* in mind—they are the jury and their verdict decides your prosperity or failure. If your Store Front appeals to and attracts them, it's a success—you're a success—if it does not, it's a commercial failure. If you can secure a better, a more powerful Store Front than KAWNEER we not only expect you to buy it, but advise you to do so. If we, with eight years of specific study of Store Fronts are not able to build them successfully, we are willing to resign in favor of the concern that can out-do us.

Kawneer STORE FRONTS

Our confidence in KAWNEER STORE FRONTS is prompted by the 30,000 that stand today. We sincerely believe the confidence which has been displayed by this multitude of business men should warrant your faith in KAWNEER—at least your investigation.

You will grant that your business needs a Store Front —then it needs the best—it needs one that will represent you and your business and will so impress the passers-by that they will *enter* your store.

Before you take another step in consideration of a new Store Front get your copy of "Boosting Business No. 14"—we're holding it here for you —it's in an envelope, stamped with a 5 cent stamp ready for mailing.

See the photographs of many of the best-paying Store Fronts in the country—both big and little. See what other Merchants have done—guide yourself in the selection of a new Store Front by the verdict of 30,000 keen and conservative business men.

Just a card for "Boosting Business No. 14" will bring it to you without obligation

Kawneer

Manufacturing Company

Francis J. Plym, President

Factories:
Niles, Mich.
San Francisco, Cal.
Toronto, Can

Dept. E. 142 Factory Street
NILES, MICHIGAN
Home Office

We Have a Branch Near You.

To keep business coming your way you must do
that which gives you trade advantages over the other fellow



The Better Store, Wheeling, W. Va., utilizing a 60 foot wall space to a wonderful advantage

Every foot of street frontage should be making sales for you.
Every foot that goes to waste means lost opportunities, lost sales and lost profits.

STUDY the stores that are making the most money. You don't have to go to the biggest cities to find proof. Right in your own town you have seen other merchants putting outside show cases in their vestibules, on pillars, around corners, and along side walls.

¶ These men know that a case outside is worth two in the store. They know that a large part of all sales are made to passers-by. They know that it is only the people that come into the store that count and that the only way to get people into the store is to take as much of the store as you can outside to them.

THERE are hundreds of instances in which an additional outside case or two have earned enough to pay the entire rent of a store. There are hundreds of instances in which a small vestibule case has turned a dead department into an extremely profitable one.

¶ In these days of keenest competition you can not afford to overlook a single opportunity. Where there is room for an outside case—and you have no case there—you are losing hundreds and perhaps thousands of dollars of sales. Wide-awake merchants everywhere are alive to this fact, that is why there are thousands of Diamond Outside Cases all over the country.

DON'T spend money on interior fixtures until you have 100% efficiency on your front, and you haven't this when there is a column or two on each side of your windows standing idle, or a long wall space, that can be seen much further than your windows, that has not an outside case on it—or where there is room enough in the vestibule that could take another whole department right out to the passing public.

¶ You know from experience that whatever you can show to advantage inside your store you can sell, that being the case what might you reasonably expect from merchandise displayed in outside cases that not only show to the few who happen inside your doors, but to everyone that passes your store, even those who only get within half a block of your store.

¶ As Mr. Hillman of the Lindner Company, Cleveland, Ohio, says, "Not to use every available inch of this space is positively equivalent to paying for newspaper advertising space and not using it."

¶ You have the best season of the year before you to profit by the use of outside cases, the Holiday Trade, buyers that walk the streets with money in their pockets, looking for Christmas Gifts and not knowing what to buy. How many different articles have you stuck back in your store that would make good presents if only you could bring them to the attention of these buyers?

The cost is moderate. The effect attractive. The results astonishing
Write today for Beautiful New Catalog, just out

The Diamond Show Case Co.

2208 West Superior Viaduct **Cleveland, Ohio**

LAMSON

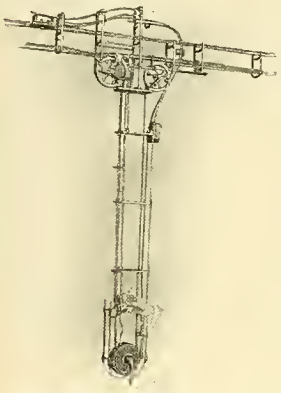
The Business Value of Good Store Service

Customers prefer to deal in a store where service is *rapid*, where they get the *undivided* attention of clerks, where sales people do not turn their backs on them to "run change" from a local till.

Employees relieved of the strain of handling money, sell more goods with greater ease.

"Lamson Service" is the result of thirty-five years of specializing in store service work. It covers the handling of money, sales slip, and parcels from the time the sale is made until the purchase is completed.

Lamson equipment centralizes control over sales and money in one place, relieves clerks of the responsibility of handling cash, leaves them free to devote their time and attention to *waiting on* trade.



CROSS-OVER DROP STATION
Newest cable carrier. Cash boxes do not loop drop stations.

It makes *uniformly good service* possible in *every* part of a store for *less* money than the price you have to pay for poor service.

Lamson equipment includes *wire line cash and parcel carriers, electric cable and pneumatic tube systems, package conveyors and light elevators.*

Suggestions for improving the service in your store will be made free on request.

The Lamson Company
BOSTON, U. S. A.

Representatives in all principal cities



AIR-LINE SPECIAL PARCEL CARRIER
Used to carry goods and money to and from a central point. Saves time, labor and money.

SERVICE

HOLIDAY TRADE

Of course, you all know that the buying public are all out shopping and buying during the next sixty days.

These shoppers are looking for Xmas gifts and many sales are made through suggestions conveyed by the prominent display of merchandise suitable for Xmas Gifts.

"Hugh Lyons" Outdoor Display Cases

are sales producers the year around. They work day and night. We have several stock designs and can build you any special design in a weatherproof outside display case. Order now for prompt delivery.

WE ALSO MANUFACTURE

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Show Cases, Triplicate Mirrors, Window Dividers, Store Stools, etc.

WRITE FOR CATALOGUES AND PRICES

Hugh Lyons & Co., Lansing, Mich.

New York Salesroom, 686 Broadway Chicago Salesroom, 313 Jackson Blvd.





YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 Page Catalog of

WOOD DISPLAY FIXTURES AND STORE EQUIPMENT



This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages showing actual window trims will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the merchant. This Book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

THE OSCAR ONKEN CO.

No. 373 Fourth Avenue

Cincinnati, Ohio, U. S. A.

We Do Not Make Show Cases or Clothing Cabinets

Let this be your month of *RE-equipment!*

Are you ready for Fall and Winter Business?
Are you ready to get *YOUR full share?*
Are you ready to make your share a *bigger share* than you had *last* year?
Of course you are.

Illinois Out Door Cases bring new customers *into* the store.

Illinois Hat Wall Cabinets display hats for quick sale and economize space.

Illinois Clothing Cases (10-foot size), are the most efficient, modern clothing cases made.

All Illinois cases are *MADE* to enhance the value of your store, simplify and multiply your sales, keep your merchandise in perfect order, and to *satisfy you in every way.*

We also manufacture a complete line of *All Glass* display cases for every purpose.

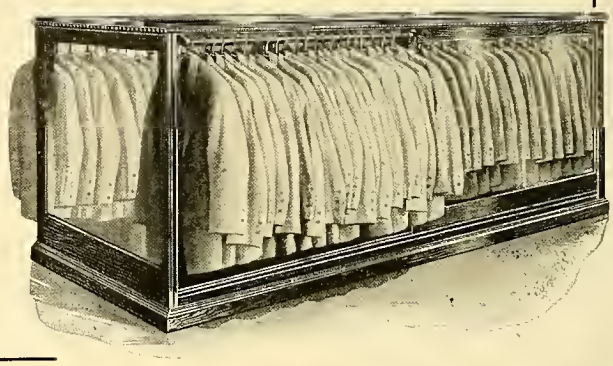
Let your re-equipment now give you supremacy in merchandising methods and store equipment. The dollars spent for Illinois Clothing Cases are *invested in productive advertising.* Our new catalog containing complete descriptions and specifications of these modern cases, sent you gladly upon request.

Illinois Show Case Works
1729-37 N. Ashland Ave.
CHICAGO

Illinois Clothing Cases
Illinois Out Door Cases
Illinois Hat Wall Cabinets

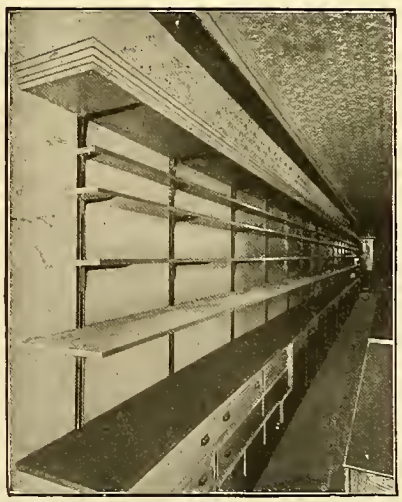
"Their superiority is so apparent"

Illustrated here is our Illinois Clothing Case Model C-151. It is equipped with our exclusive patent disappearing doors; is dust-proof; accessible from both sides; most handsomely constructed in every detail; and made in our new 10-foot length, costing no more than ordinary 7-foot cases but having 43 per cent more display space.



CHRISTMAS BUSINESS

Are you all ready for Holiday Trade? The new goods will soon be in and you will want to display them as attractively as possible, and have plenty of room.



30% More Shelf Room

100% Added Appearance

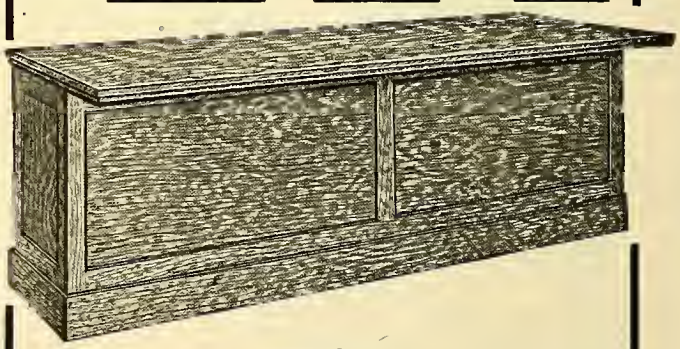
Baine's Adjustable Shelf Brackets

will provide additional shelf room that will surprise you, besides enabling you to get everything where it can be seen. All users of Baine's Adjustable Shelf Brackets know what we mean and we want you to know about our system. Please write.

PIQUA BRACKET CO., Piqua, Ohio

Winter Fixtures

The Standard of Quality and Style



Counter No. 161

For any merchant desiring a popular priced counter No. 161 fills the requirements. It is modern and of very good quality. For further information write

Winter Company

Sheboygan Wisconsin

Manufacturers of High Grade Show Cases and General Store Fixtures

Catalog 14h sent on application

"GIPE" ORIGINATOR OF "GOOD" CARRIERS

WHY EXPERIMENT WHEN YOU CAN BUY THE ORIGINAL AT HEADQUARTERS?

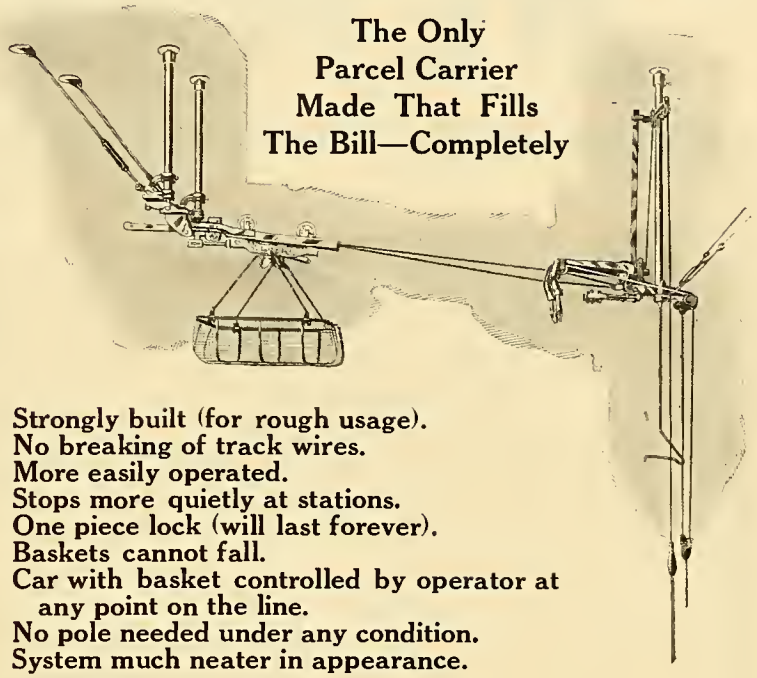
Every carrier sold by us is guaranteed for five years, which means that they are built on correct principles, so strong that there will be practically no repairs needed.

It has been universally conceded by experts that if the breaking of wire could be overcome and a strong car propulsion force applied, the spread wire principle would be much superior to a cord or rubber propulsion.

Our inventor has finally succeeded in perfecting a full line of spread wire carriers, giving stronger and easier propulsion for the operator than can be obtained by the use of cords trained over wheels and more secure against breaking of track wires.

The car wheels cannot rise from the track wire and hammer it when landing at station, to cause crystallization and breaking of wires. Car cannot oscillate; it hits the buffer and enters catch at heaviest part, below the wire. Spring cushion between the levers, causing wires to hug the wheels securely.

CALL and examine our **Up-to-Date** Carriers for all purposes. Level, Grade, Curve, Loop-the-Loop and Basement Loop Cash or Message Carriers. Elevated and Low Level Package Carriers, **"Standard" Electric Cable Cash Carriers.**



The Only Parcel Carrier Made That Fills The Bill—Completely

Strongly built (for rough usage).
No breaking of track wires.
More easily operated.
Stops more quietly at stations.
One piece lock (will last forever).
Baskets cannot fall.
Car with basket controlled by operator at any point on the line.
No pole needed under any condition.
System much neater in appearance.

Send for our 20-page catalog

Gipe Store Service Sales Co., HOME OFFICE, MEDINAH BLDG., 36 PEARL ST., HARTFORD, CONN. Chicago



A Lesson in Increased Sales by the Leading Merchants of Two Great Cities

A properly lighted window is a trade magnet.
The more it resembles daylight, the greater its power of attraction.
The leading merchants of New York and Paris have long since realized this and capitalized it.
You can make your windows as attractive as the most attention-compelling windows on Fifth Avenue or the Rue de la Paix.
You can place them above competition with those of your business rivals by using the

FRINK and J-M LINOLITE Systems of Lighting

Your window lighting will rival daylight in its purity and intensity. Its soft, mellow radiance—evenly diffused everywhere—will so faithfully bring out the delicate colors and beautiful textures of the fabrics displayed that an irresistible appeal will be made to the passer-by, and increased patronage result, when your store is open.
Either standard base bulb, or long, tubular J-M Linolite lamps may be used.
The cost of this most modern system of lighting is insignificant in comparison with the infinitely superior lighting effects achieved.

Why not investigate it? Write today for descriptive literature and complete particulars.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries, Fire Extinguishers, Etc.

Atlanta	Cincinnati	Galveston	Memphis	New York	St. Louis
Baltimore	Cleveland	Indianapolis	Milwaukee	Omaha	Salt Lake City
Boston	Columbus	Kansas City	Minneapolis	Philadelphia	San Francisco
Buffalo	Denver	Los Angeles	Newark	Pittsburgh	Seattle
Chicago	Detroit	Louisville	New Orleans	Portland	Toledo

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Toronto Montreal Winnipeg Vancouver

2594



"MADE IN

A NATION WIDE CAMPAIGN in favor of American made goods is sweeping the country. From coast to coast, merchants and manufacturers are shouting the slogan **"Made in America"** and the public is responding with an enthusiasm that is as practical as it is patriotic. Retail stores from the largest to the smallest are holding special sales to exploit merchandise made in this country.

¶ This belated appreciation of our own products is one of the results of the war. For many years the word "Imported" has been a magic symbol that has been worshiped blindly under the misguided belief that it stands for better things than can be produced in this country. No matter how good a domestic product might be, the average buyer has gladly paid more for a similar article bearing the imprint—"Made in Germany" or "Made in England". But the selling force of these phrases is on the wane.

¶ With the enforced reduction of imports we have turned to our own products and found them as good as those of Europe in almost every instance. We have also found them cheaper in most cases. There are few things that are not produced as well in this country as in Europe, and many of our products are better and cost less. By the time the war is over and foreign markets have readjusted themselves, we will have found that the word "Imported" or "Made in Germany" means less than **Made In America.**

Schack's Flowers Are "Made in America"

¶ For years we have preached the doctrine of American superiority. For years we have maintained that Schack's Flowers, when beauty, workmanship and price are considered, are the best in the world for the American decorator to use.



¶ Thousands of display men have found by test that our claims are based upon facts, but there have been others who have stuck to the old fetich "Imported". They have believed that nothing made in America was good enough for their windows. And for this belief they have paid much money in duties, ocean freights and middlemen's profits.

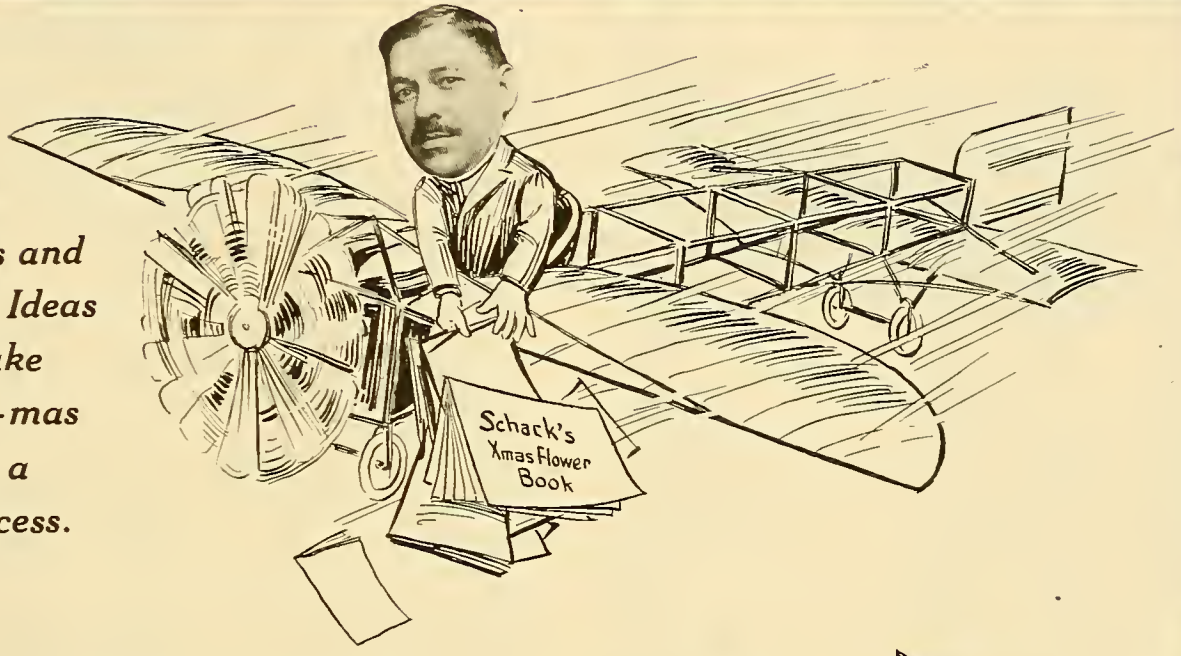
¶ The "Made in America" National campaign is backed by all of the best retail stores. It is backed by **your** store. While this campaign is on, if you have not already done so, why not try Schack's Flowers and compare them with imported flowers? Look at their beauty; examine their workmanship, and then consider that they cost only about half as much.

Send now for Schack's big new CHRISTMAS FLOWER BOOK of "Made in America" decorations. You will find in it ample proof that it is a waste of money to buy imported goods. It is the best book ever published on holiday decorating.

Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago

AMERICA"

Schack Flowers and Schack Ideas will make your X-mas display a big success.



Schack's Christmas Flower Book Is Above All

It is an encyclopedia of Christmas decorations and how to use them. This issue is the best we have ever published. It not only shows an immense variety of flowers and other decorative specialties but illustrates clearly how they can be used in many ways to get the best results.

It is a book that will prove a big help to every decorator. No matter whether you have a big department store or a little shop, you will find in this book just the ideas you are needing for your Christmas decorations.

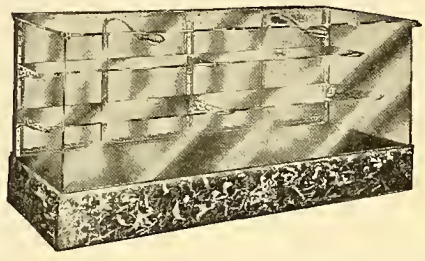
Don't think this book is merely a catalog—it is more than that—it is the most practical book of instruction on Christmas decorations ever printed. You will realize this when you see it.



Write right now for this splendid book — it's free

Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago

Making Selling Easy



In a "Quincy Special" Show Case every piece of merchandise is in plain sight of your customers and within easy reach of your salespeople. The simple harmoney of lines of the case give the merchandise a quality atmosphere and bring a maximum of effectiveness into the display.

There are "Quincy Special" Show Cases for every display purpose and to harmonize with every store plan. May we figure with you on new store equipment and send you our new catalogue?

Quincy Show Case Works

QUINCY, ILLINOIS

DALLAS, TEX. 907 Commerce St.

JACKSONVILLE, FLA., 20-28 Julia St.

WICHITA, KANS. 301 Beacon Building

PITTSBURGH, PA. 949 Penn Ave

Books Slightly Damaged

Upon going through our stock of books, we find quite an accumulation that for one reason or another have been laid aside as not being perfect and suitable for shipping out at the published prices.

The accumulation consists of the following well-known standard books:

Art of Decorating Show Windows and Interiors $3.50 . . half price $1.75

Hardware Window Dressing $2.50 Half price $1.25

Sales Plans $2.50 Half price. $1.25

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept ***just half price*** and upon receipt of remittance, prepay to any address any of these books ordered.

This is a rare opportunity to get standard books that are all right for practical purposes, at just half their actual value. There is but a limited supply, consequently, you are urged to send in your order with remittance at once to

The Merchants Record Co.

431 South Dearborn Street - - Chicago

POINSETTIAS



VELVET POINSETTIA WITH THREE MUSLIN LEAVES

Per dozen.....$ 1.00
Per gross..... 10.80

SINGLE FLOWERS on 6 Inch Stems

No.
455 Poinsettia, red, 5 in. in diameter, SATEEN.
Per dozen.....$0.50
Per gross..... 5.00

455A Poinsettia, red, 6½ in. in diameter, SATEEN.
Per dozen.....$0.70
Per gross..... 7.00

455V Same size as No. 455A but in VELVET, red.
Per dozen.....$0.90
Per gross..... 9.00

455M Same size as No. 455A but in METALLIC, Silver or any color.
Per dozen..... ...$ 1.00
Per gross..... 10.00

455B Poinsettia, red, 7½ in. in diameter, SATEEN.
Per dozen.....$ 1.05
Per gross..... 10.50

455VA Same size as No. 455B but in VELVET, red.
Per dozen.....$ 1.50
Per gross..... 15.00

455MA Same size as No. 455B but in METALLIC, Silver or any color.
Per dozen.....$ 1.50
Per gross..... 15.00

455C Poinsettia, red, 8½ in. in diameter, SATEEN.
Per dozen.....$ 1.50
Per gross..... 15.00

455VB Same size as No. 455C but in VELVET, red.
Per dozen.....$ 2.00
Per gross..... 20.00

455MB Same size as No. 455C but in METALLIC, Silver or any color.
Per dozen.....$ 2.00
Per gross..... 20.00

455D Poinsettia, red, 10 in. in diameter, SATEEN.
Per dozen .....$ 2.10
Per gross..... 21.00



POINSETTIA IN CREPE PAPER

Color Red or White

Small, per dozen.....$ 0.40
Per gross..... 4.00
Medium, per dozen ..... .60
Per gross 6.00
Large, per dozen..... .90
Per gross 9.00
Extra Large, per dozen..... 1.50
Per gross..... 15.00

POINSETTIA SHADES

For Electric Lights

Per dozen.....$ 2.25
Per gross..... 22.50



HOLLY VINE

655 Holly Vine of green leaves with white edge and red berries.
Per dozen.....50.60
Per gross..... 6.00

657 Holly Vine of 18 green leaves with white edge and 18 red herries.
Per dozen.....50.90
Per gross..... 9.00

659 Holly Vine of 24 green leaves with white edge and 24 red herries.
Per dozen .....$ 1.20
Per gross..... 12.00

305W White Holly 18 leaves, 18 red herries.
Per dozen..... $ 1.00
Per gross..... 10.00

305AW White Holly 12 leaves, 12 red berries.
Per dozen.....$0.70
Per gross..... 7.00

305BW White Holly 24 leaves, 24 red berries.
Per dozen.....$ 1.35
Per gross..... 13.50

OUR XMAS CATALOGUE ILLUSTRATED IN COLORS shows a large number of designs.

SPECIAL DESIGNS made according to your sketches.

Poinsettia Vines, Sprays, Wreaths and Garlands.

Holly Wreaths, Sprays, Vines and Garlands.

All decorations may be had in white, green and red. Mica and Fireproof Snow.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Avenue
CHICAGO



HOLLY

We have the finest crop of Holly in years, extra well berried. Place your orders with us early and get strictly fresh stock, only a few hours from the tree.

5 lb. box	$0.75		
15 lb. box	$1.25	40 lb. box	3.00
25 lb. box	2.00	60 lb. box	3.50

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Dozen	Hundred
2 feet high	$0.10	$1.00	$ 6.00
3 feet high	.12½	1.25	9.00
4 feet high	.15	1.50	11.00
Assorted sizes, 2 to 4 feet		1.25	8.00

Extra large sizes, 5 to 6 feet, $0.50 each.

CHAMAEROP PALM CROWNS

Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet "Some Things You Ought to Know," tells you how to handle them.

	Each	Dozen	Hundred
3 feet	$0.15	$1.50	$11.00
4 feet	.20	2.25	15.00
5 feet	.25	3.00	20.00
6 feet	.30	3.50	25.00
Assorted sizes		3.00	20.00

Extra large, 7 to 10 feet, 50c and $1.00 each.

SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1	$1.00	Case No. 4	$3.50
Case No. 2	2.00	Case No. 5	4.00
Case No. 3	3.00	Case No. 6	4.50

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Xmas season. How would a great big palm leaf and say a spray of holly do? Dozen, 25c; hundred, $2.50. Special rates per thousand.

CALDWELL

THE WOODSMAN COMPANY

EVERGREEN :-: ALABAMA

What Man Expects of Man at Christmas is GENUINENESS

Will you "buck" the deep-rooted prejudice against SHAM at Christmastide by FOOLING prospective buyers with ARTIFICIAL decorations?

My Natural Evergreens in Your Window

will go far toward giving a genuine belief that the merchandise displayed is entitled to a close **inside inspection.**

Is THAT worth while?

I Guarantee the Decorations Listed on This Page to Be RIGHT and SATISFACTORY in Every Particular.

SPECIAL HOLIDAY SEASON OFFER

As a special offer for holiday window dressing and store decorating, I offer a very beautiful decoration consisting of sufficient material to decorate two large windows and the entrance to your store lavishly. Packed in one large case, weight 50 lbs., as follows:

400 square feet Wild Smilax.
6 long Needle Pines.
2 Palm Crowns.
50 sprays Magnolia, enough for 2 large wreaths.
1 dozen Sabal Palm Leaves.
12 large branches Holly.

$5 cash with order

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1	$1.00	No. 4	$3.50
No. 2	2.00	No. 5	4.00
No. 3	3.00	No. 6	4.50



Have You Considered Your Christmas Windows?



Most complete line of up-to-date Xmas Decorations shown in my Catalog No. 324. Write for it.

Carl Betschert

ART FLOWERS

12 to 22 N. Michigan Avenue

4th Floor Ward Building

Chicago

Special Holiday Offer

To assist our customers with their holiday displays we are offering ***free*** the best book of Christmas displays and the best book of alphabets and show cards ever published. These books are:—

One Hundred Good Holiday Displays

This is a handsome book that every display man needs at this season. It is a portfolio of 100 beautiful engravings of Christmas window and interior displays made by the most expert decorators in America. They are suitable for stores of all sizes. This useful Dollar book will be given free to every customer sending us an order amounting to $3.00 or more.

One Hundred Good Alphabets

This is the best collection of alphabets and show cards ever published. It contains the favorite alphabets of all of the leading show card writers. In addition it has a large number of beautiful and practical show cards for Christmas. This book which sells for $1.00 will be given to every customer sending us an order amounting to $3.00 or more.

Only one of these books will be given with a $3 order. Both will be sent with a $5 order
We will not send these books unless you ask for them



A New Christmas Foliage

Here is a beautiful new foliage for holiday decorating. Thick, handsome fir boughs, preserved, fireproofed and frosted by a new process which adds wonderfully to their natural beauty. This is the best spray of the kind that has ever been produced. Sprays are from 2 to 4 feet high in assorted sizes. Solid white frosted or green and white frosted .....**Per 100, $25.00**

When sold in lots of less than fifty, a charge of 50c is made for packing. Send for sample.

We have just what you want at a price you can afford to pay

Our Imported Goods

Our stock of imported flowers was in our warehouses before the war started and we have the best line we ever showed. These flowers were all made to our order and represented the highest type of European workmanship, and the prices are less than are generally charged for ordinary goods.

Our Domestic Goods

For those who prefer domestic goods we have a splendid line of inexpensive paper flowers that will meet the requirements of the most critical display man.

Our factory is equipped with the most modern machinery for turning out perfect flowers at the lowest possible cost. They are the best flowers made in America and our prices are right.

Botanical Flowers are the best to look at and best to buy.



Papier Mache Santa Claus Head

This is the best Santa Claus head we have ever seen. It is perfectly modeled in half relief and the coloring is beyond criticism. It will give a pleasing and effective finishing touch to any holiday display.

12 inch.....Each **$ .75**.....Doz. **$ 7.50**
18 inch.....Each **1.40**.....Doz. **13.25**
24 inch.....Each **2.50**.....Doz. **27.50**

Natural Pine Garlands With Pine Cones

Handsome thick pine garlands with natural pine cones. This is an exceedingly rich decoration for the background of any Xmas display. It is especially attractive when used with bright red flowers. Fully fireproofed, in 3 yard lengths, **Per Yard $ .65**

These are only a few of the hundreds of beautiful specialties shown in our colored Xmas catalog.—Send for it now.

Send for Our Colored Christmas Catalog

Our new holiday catalog is the most interesting book we ever offered the display man. It is beautifully printed in full color and every flower and leaf is shown in exactly the same tint as the original. Send for it now.

The Botanical Decorating Co., : 504 S. 5th Ave., Chicago

We Have the Flowers You Want

At the Price You Want to Pay

Everything from the finest imported to the most inexpensive domestic



Velvet Poinsettias — Best imported— Single flower on 19 in. stem with 3 leaves and rich foliage. .....**Doz. $1.05, gross $10.75**
Some with 5 leaves....**$1.50, Doz.**

Velvet Poinsettia — Imported single flowers, short stem and no foliage ..... **Doz. 85c, gross $9.75**



Poinsettia Vine — 3 fine imported satin flowers and good foliage, 1 yard long.....**Doz. $3.75, gross $40.00**

Poinsettia Vine — Same as above but smaller flowers. **Doz. $2.20, gross $22.00**

Paper Poinsettias—Well made with 12 inch stem and 2 leaves. **Per 100 $3.75**

Paper Poinsettias—Short stem without leaves.....**Per 1000 $23.75**

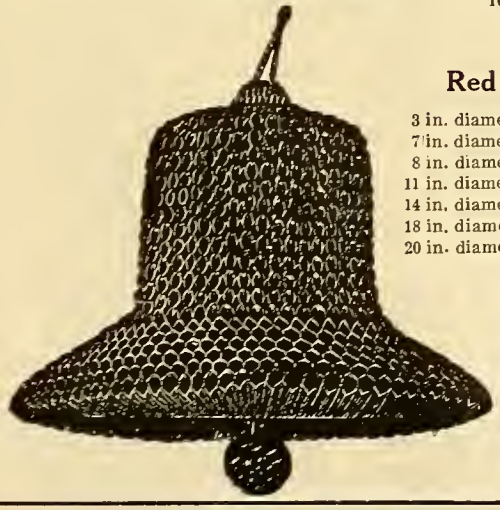


Special Holly Vine—Extra fine imported, fireproof, 12 leaves and red berries. .....**Doz. $1.00, gross $9.50**

Holly Vine—Good leaves and red berries, best grade. .....**Doz. 55c, gross $5.50**

Imported Holly Spray — Very fine, 24 leaves, 20 berries. .... **Doz. $1.75, gross $18.00**

Green Holly Spray — Excellent quality, 12 leaves and berries. ..... **Doz. 75c, gross $8.00**



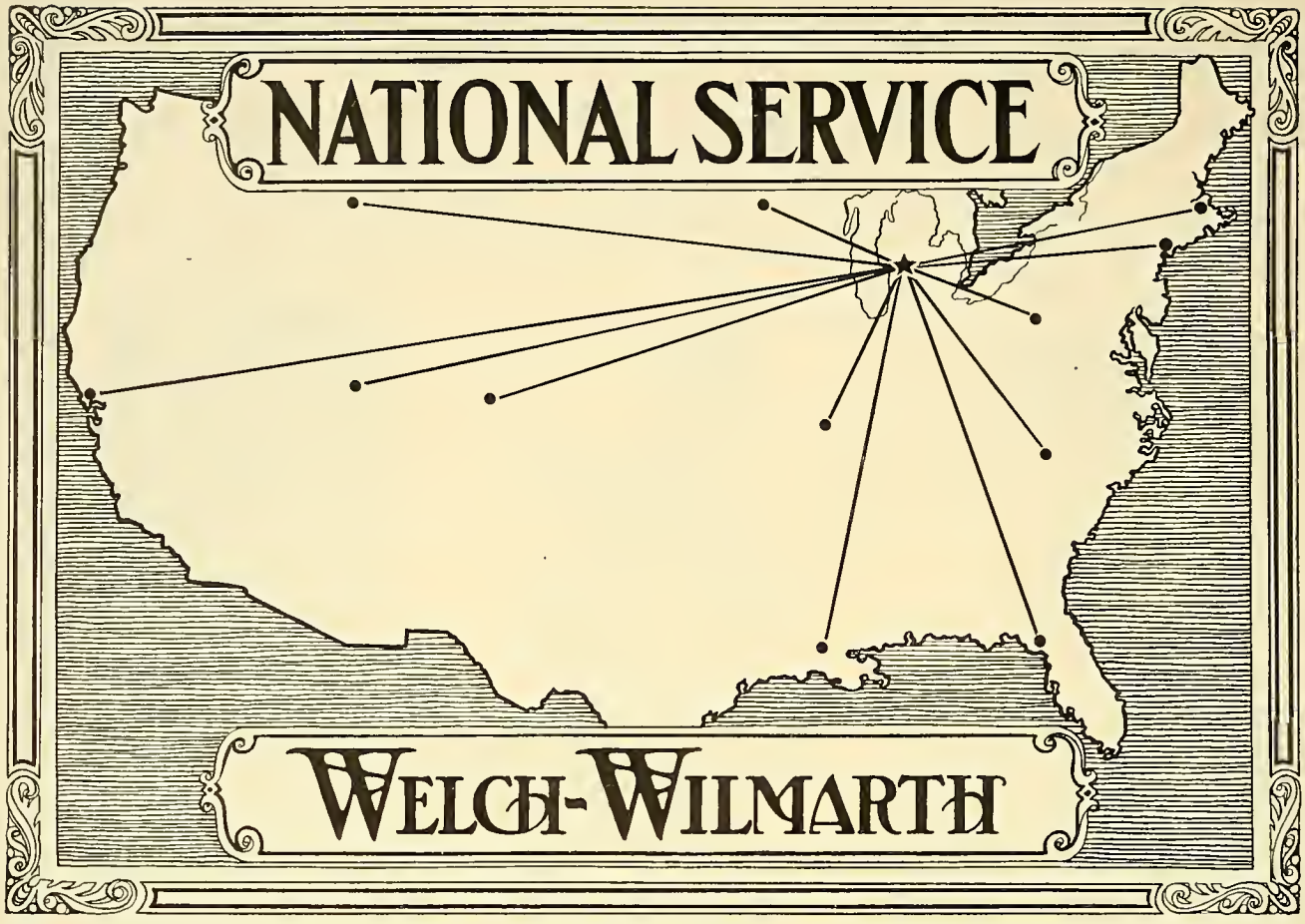
Red Paper Bells—Best Quality

3 in. diameter, ½ gross in box..	Doz. $ .10	Gro. $ .88
7 in. diameter, 3 dozen in box..	Doz. $ .30	Gro. $ 3.00
8 in. diameter, 3 dozen in box..	Doz. $ .35	Gro. $ 3.50
11 in. diameter, 2 dozen in box..	Doz. $ .50	Gro. $ 5.50
14 in. diameter, 2 dozen in box..	Doz. $1.00	Gro. $10.00
18 in. diameter, 1 dozen in box..	Doz. $1.50	Gro. $15.00
20 in. diameter. ½ dozen in box..	Doz. $2.50	Gro. $25.00

Hundreds of beautiful and inexpensive decorative specialties are shown in our new colored catalog. Our goods and prices will suit you.

The Botanical Decorating Co.

504 South Fifth Avenue ∴ ∴ Chicago



A National Exhibition of Modern Equipment

THAT is what we really have at our "coast to coast" showrooms. At these showrooms you can find out all about all the latest ideas in store fixtures, and every dealer should visit one of them at his first opportunity. You will be interested in Welch Revolving Wardrobes and Wilmarth Interchangeable Unit Fixtures. We have some new ideas in hat cases and umbrella cases; in fact something new all the time. While these are salesrooms as well as showrooms visitors are welcome just the same. This is a cordial invitation for you to visit us "just to look around," and without any idea of buying anything.

WELCH-WILMARTH fixtures are "quality" fixtures but as they are manufactured in large quantities, in modern factories, the prices are moderate. On the basis of "what you get for your money" we believe they are the best values on the market. Our representatives will tell you why this is so.

IF you intend to buy fixtures within the next few months we would like to send you our printed matter—a representative—or have you visit one of our showrooms. We will do this without any obligations on your part—altho we will appreciate an opportunity to "bid on your business".

WELCH MANUFACTURING CO. **WILMARTH SHOW CASE CO.**

7 Lyons Street **GRAND RAPIDS, MICHIGAN** **1524 Jefferson Ave.**

(Wardrobes licensed under Smith Patents)

New York.....20 West 30th St.
Chicago..233 West Jackson Blvd.
Boston .....21 Columbia St.
St. Louis..1118 Washington Ave.
Minneapolis.....27 N. Fourth St.
Des Moines.....Shops Bldg.
San Francisco.....515 Market St
Pittsburgh.....406 House Bldg.

Made In Grand Rapids Made In Grand Rapids Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

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FACTORY FIXTURES

IN A CITY OF AVERAGE SIZE, EQUIPMENT AND SERVICE ARE AS IMPORTANT AS LOCATION—PEOPLE WILL WALK A BLOCK OR TWO OUT OF THEIR WAY TO GET GOOD SERVICE

IN A BIG CITY, where there are many thousands of transient shoppers daily, the matter of a store's location is of paramount importance. If one is situated on the line of march, with a fair stock and a reasonably good buying and selling organization, success is assured. If, however, in the same big city a store is a few blocks away from the recognized shopping center, it will take a lot of good advertising to draw trade. In a smaller city, however, location is not so important. Distances are short, and there is little transient trade; so, if a good line of merchandise is carried and the store is in a position to give good service, people will think nothing of walking two or three blocks out of the way.

In cities of from ten to twenty thousand population, the matter of location, within reasonable bounds, is attributed more importance by the average merchant than it actually deserves. As an example, there are many merchants doing business in cramped quarters with poor equipment, for no better reason than because they have always been at that location and they have a superstitious dread of moving to another place because they think that they may lose trade thereby. It is impossible to enlarge the old store, so they continue year after year to crowd their stock, their clerks and their customers. Rather than move a few blocks, or even a few doors, they stick to the same old spot, and thereby make it impossible to expand and grow as a store should.

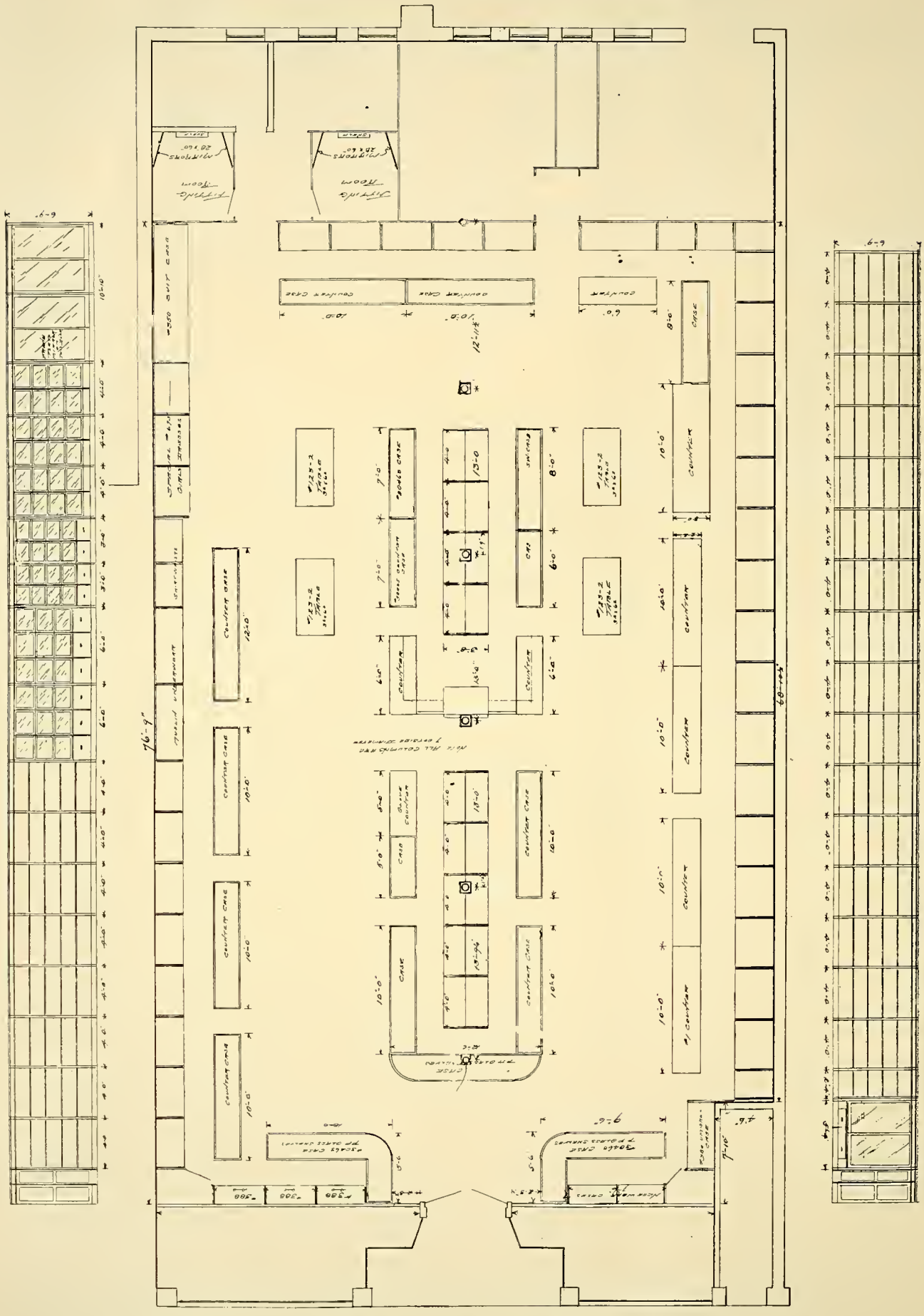
If a store is crowded so it is impossible to show the merchandise and wait upon customers conveniently and comfortably, no matter how good the location may be, the only thing for the merchant to do is to move to some other place where there is room to grow. Of course, there may be exceptions to this general rule, but it will apply in most cases to stores in cities of small or medium size. The shopping public has been taught to appreciate good service, which includes plenty of room and good ventilation, as well as merchandise carried in such a manner as to make inspection as easy as possible. In other words, good fixtures and good service are of even more importance than good location in a small city—any location is a good location for a good store.

THE ROYAL DRY GOODS CO. STORE

The foregoing was not written as applying particularly to the store that is pictured and described here, although it illustrates our contention in a measure. The store illustrated is that of the Royal Dry Goods Co. of Evanston, Ill., and we have picked it out as being a model of equipment for a medium-sized store in this line. This business was started about five years ago in a nearby location, in a small room with inferior equipment. Through good management, the business grew healthily until the old quarters and equipment were outgrown. There was no chance for enlargement or satisfactory improvement, so another and larger room was decided upon. As no desirable quarters could be found, a new store was built. It is a one-story building that is admirably adapted to house a medium-sized dry goods store.

Being only one story is a distinct advantage, as this permits the use of a sufficient number of skylights to throw a flood of daylight upon every corner of the room. The skylights, in combination with the prism glass at the front, give a daylight illumination that is practically perfect. The front is of modern metal construction, with two windows 16 x 7 feet. These windows are carefully trimmed every week and are considered the best advertisement of the store. There always follows a prompt

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THIS DIAGRAM SHOWS FLOOR PLAN AND SIDE ELEVATIONS OF THE ROYAL DRY GOODS CO. STORE IN EVANSTON.



A GENERAL VIEW OF THE MIDDLE SECTION—NOTE THE ILLUMINATION FROM SKYLIGHTS.

demand for any goods that may be displayed in the windows. Inside the store the equipment is of the most modern and convenient character.

The room is 48 x 100 feet, which gives plenty of room for cases, tables and wide aisles. The chief feature of the equipment is the line of cabinets down the middle of the room, with an enclosure of showcases, plus the spacious aisles and the two splendid fitting rooms in the rear. The oval-end showcases at the front create a decidedly handsome entrance to the store, and, in conjunction with the double oval-end showcase that stands in front of the middle row of cabinets, give an exceedingly harmonious appearance to the whole room.

There are five steel posts extending along the middle of the room, around which the cabinets are built. These posts are enclosed with French plate glass mirrors with ornamental cornice built to the height of the remainder of the equipment. The two fitting rooms, which may be seen in the diagram, have handsome appointments, including large French plate mirrors. They have proved decidedly useful in effecting sales of merchandise that requires a try-on.

In order to give an intelligent idea of the equipment as shown in the diagram, we will start at the entrance and turn to the right. Standing against the back of the show window is a handsome and practical piece of the new style sectional unit cabinets which contain many different sizes of drawers and divisions for the proper care of neckwear. In front of the neckwear cases is a long oval-end case with glass shelves for the finer kinds of neckwear, etc. On the side is an umbrella wall case, built to the same height as the rest of the equipment. The umbrellas stand on a sort of stair-step arrangement, which permits of all of the handles being easily seen.

Along the right side wall and extending clear back to the partition, is a row of open dry goods shelving, used for the storage of dress goods, etc. Similar shelving for white goods is placed on the opposite side of the room toward the front, occupying about half the wall space on that side. In front on the shelving on the right-hand side is a row of counters. In the rear corner on the right is a remarkably convenient yarn cabinet in which a surprisingly large variety of yarns can be displayed with very little effort. Next to the yarn cabinet, extending along the back, is that pattern cabinet, which is of the most approved design. Along the middle of the back are five sections of dry goods shelving, in front of which are counter cases.

In the rear corner, on the left side of the store is a cabinet with sliding doors that is used for house dresses, etc. Next, toward the front of the store, are three sections of units with receding doors and glass trays for girls' dresses. These cabinets are of a new design and are very convenient. Next to these are two sections of cabinets of the same general style, but smaller, for storing shirt waists. Be-



LOOKING TOWARD THE FRONT.

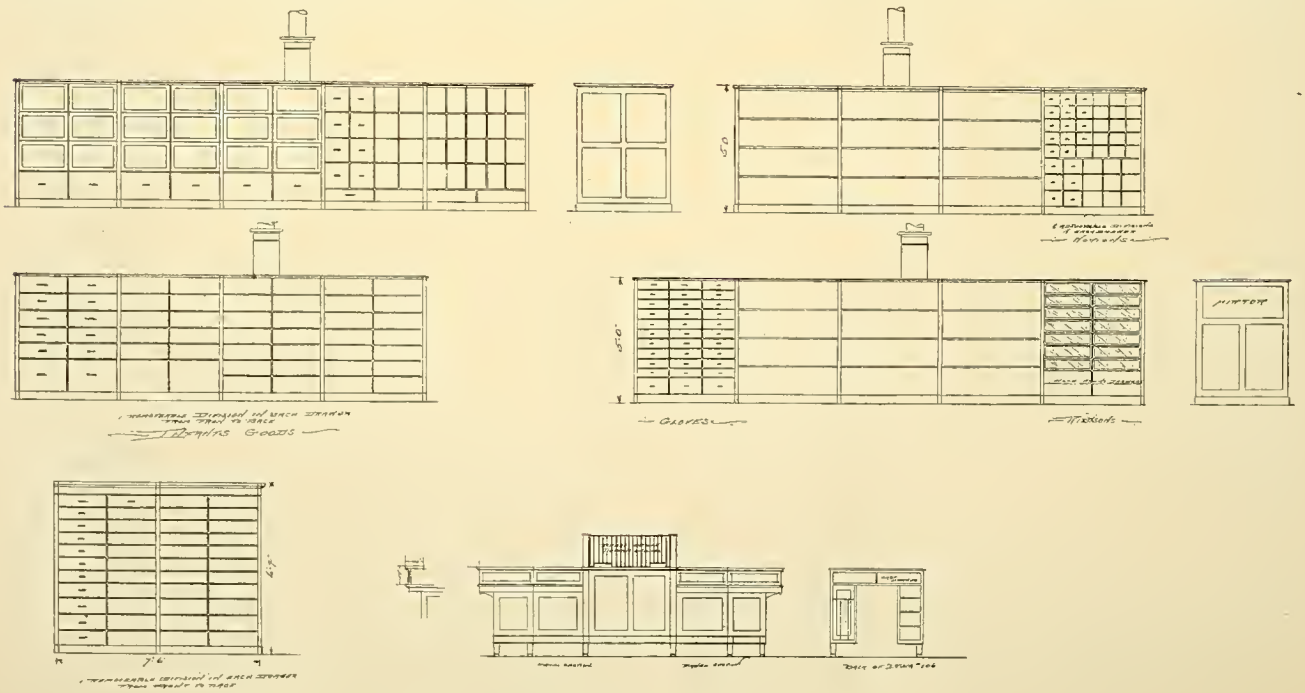


LOOKING TOWARD THE REAR.

tween these and the dry goods shelving is a sectional cabinet with receding doors, for muslin underwear. In the left front corner is a veneered door which leads to a small compartment where window fixtures, etc., can be stored. Standard dry goods shelving in sections is backed up against the show window back. This is used for white goods.

As before stated, the most interesting feature of this installation is the splendid cabinet work in the middle of the room. These various sections are shown in detail in the smaller diagram. They are designed for the storage and handling of fancy goods, hosiery, gloves, notions, toilet goods and miscellaneous other small goods. One of the advantages of these fixtures is that they are easily and quickly changeable. They are made up of small units locked together in the usual sectional bookcase manner, and make possible the quick and easy expansion or contraction, or the complete removal of any department. This idea in store fixture equipment promises to afford wonderful advantages to the retail dry goods trade. In the past the dry goods merchant has been compelled to mutilate his fixtures more or less when changing department locations, but the saw and hammer are completely eliminated in these new style sectional units, yet there is nothing in the appearance of these fixtures to indicate they are sectional in construction.

At the bottom of the smaller drawing is shown a unique idea in a wrapping station. The bundle counters are spacious and unusually convenient. Space does not permit a thorough description of these counters, but a blue-print and full description will be freely furnished to any of our readers who may be interested. All of the counters used in this store are exceptionally well designed, being 34 inches high. All of the store fixtures are built of



DETAILS OF CABINETS IN MIDDLE SECTION.

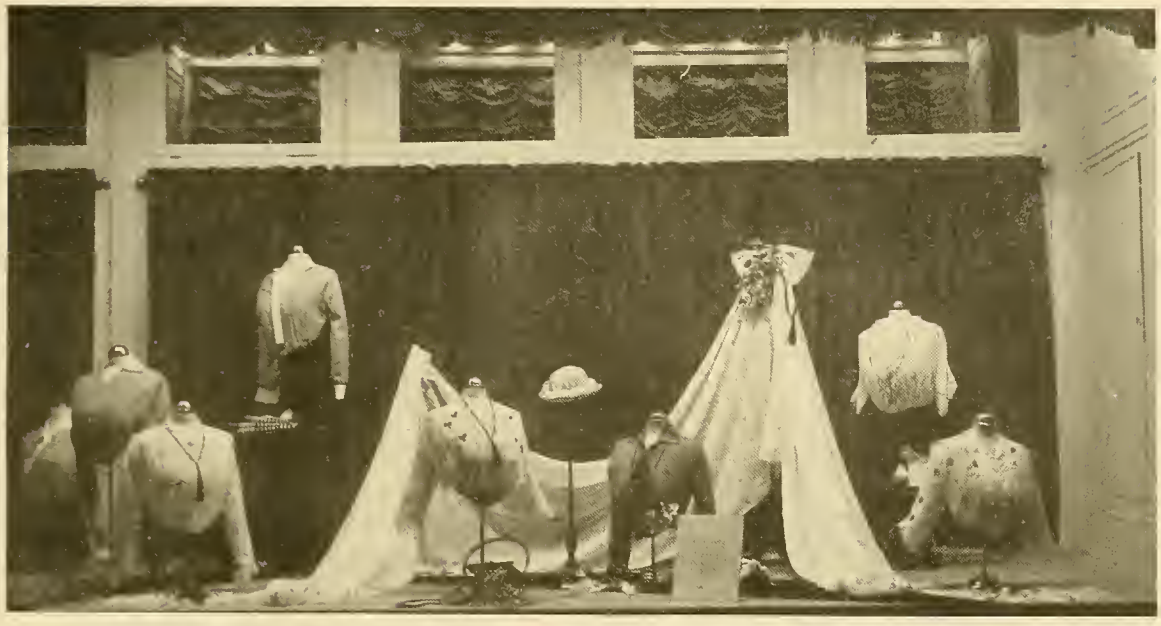


Plate No. 9024—A Simple Display by Harry Heim, for the Marston Co., San Diego, Cal.

This was a very pretty little waist window carried out with a piece of yard goods, draped in the center of the window and trimmed with lace. This drape was arranged to suggest the same style in which the waists were made. Eight waists were used and all were fitted with accessories placed on the floor or stands below them. On the floor in the middle, close to the glass, was a basket showing the various kinds of beads used to make the necklaces used. The basket was turned on its side and the beads were running out over the floor. This made a neat and effective display with considerable selling power. It resulted in very satisfactory sales.



Plate No. 9025—An Opening Display by C. Clement Boultbee, Rochester, N. Y

This is a very simple but highly attractive setting. All of the details were carried out with excellent judgment and a good eye for arrangement. This was one of the pictures shown at the Chicago convention.

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selected birch and finished in a very close imitation of mahogany. The cost of this entire installation was approximately $5,000.

The members of this firm express themselves as highly pleased with their new equipment. Their stocks are carried much more conveniently and the more delicate items are protected perfectly from dust and dirt. The appearance of the store is sightly and inviting. However, the most practical testimonial to this new outfit lies in the fact that, notwithstanding the unsatisfactory business conditons which have prevailed, the business of this store has shown a tremendous increase over last year.



Plate No. 9022—A Red Cross Display by Crawford, Plummer Co., New Haven, Conn.

Now that so much interest is being taken in the European war, displays of this sort will not fail to receive a lot of attention. This store is a station for receiving money and supplies for the benefit of the Red Cross Society, and this window is intended to call attention to the fact. The scene showed two Red Cross nurses attending a wounded soldier in a tent. On a small table at the side were bottles, bandages, etc. The background is covered with foliage and a number of flags of various nations were introduced. At the entrance of the store stood a real Red Cross nurse, holding a contribution box, on which was written an appeal to everyone to contribute a penny.

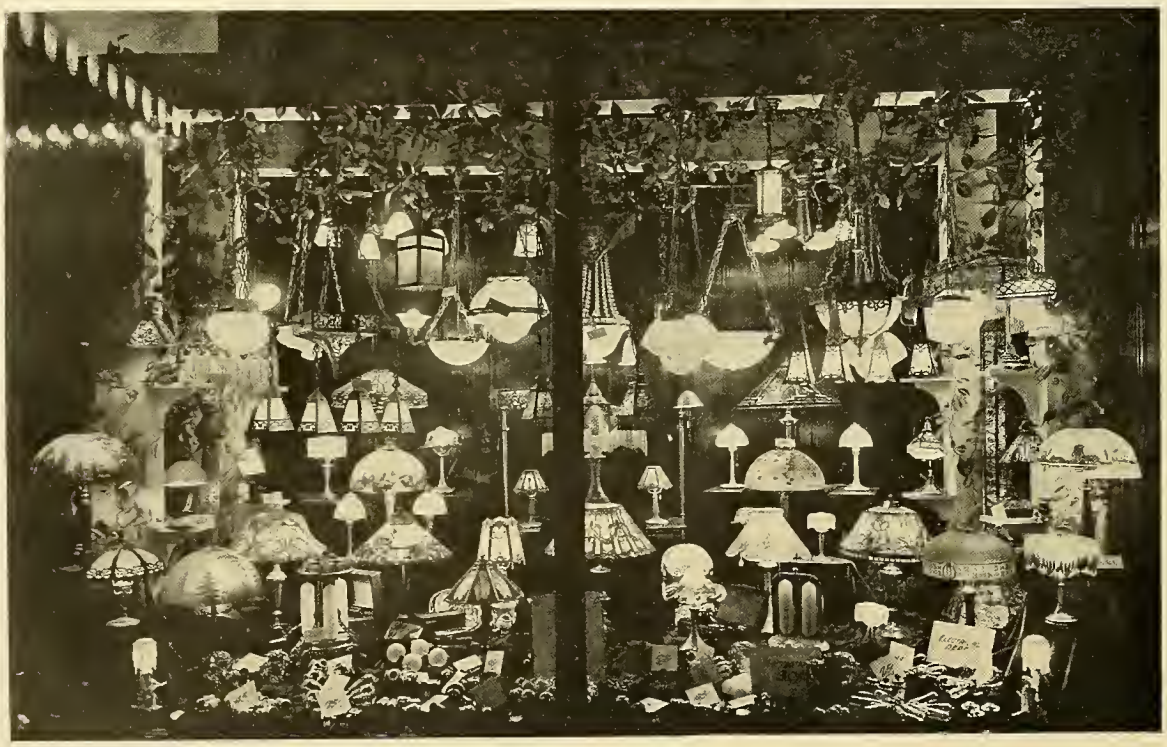


Plate No. 9023—A Display of Lamps by Carl L. Greer for the Hudson's Bay Co., Calgary, Alta., Canada.

Here is an unusually effective showing of ornamental lamps of various kinds. The lamps were suspended or shown on stands, according to their character. Every lamp was lighted and the many colors produced a beautiful effect at night. The floor was used to display a considerable variety of electrical supplies, including batteries, lamps, sockets, etc. The upper part of the window was decorated with artificial foliage.

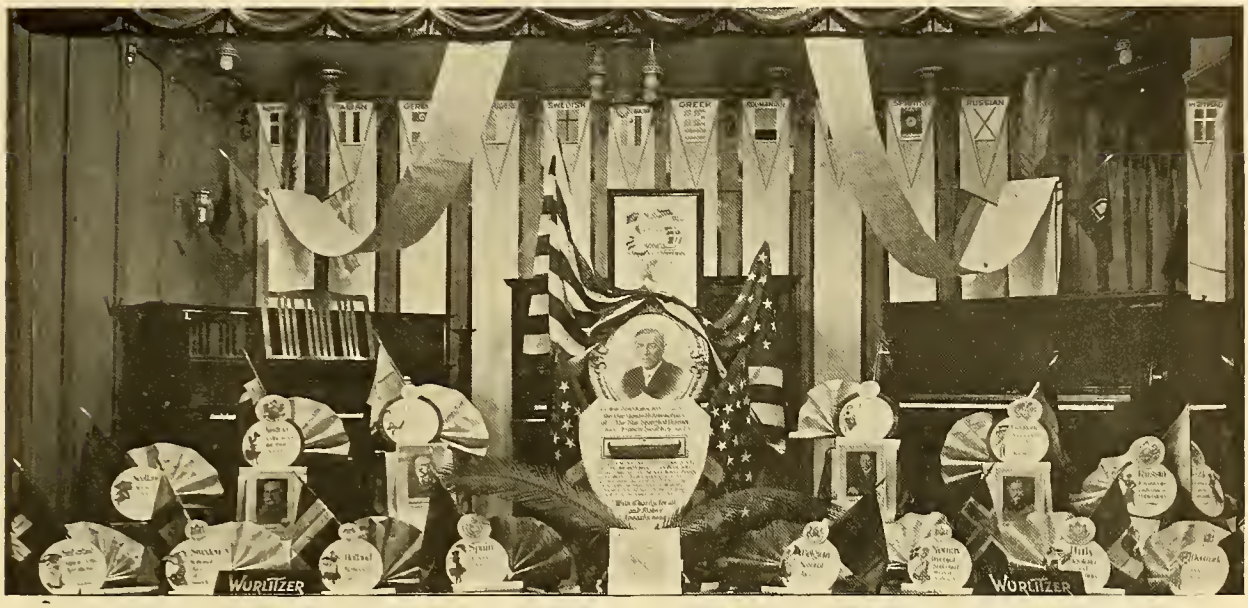


Plate No. 9026—An International Music Display by Ellis Hansen, for Wurlitzer's, Chicago.

This was a remarkably interesting display. In Chicago, where good window displays are the rule, this window received an unusual amount of attention and crowds were constantly in front of it. It was a display of player-piano music and was installed early in August when interest in the European war was at fever heat. It was called "Songs of America and Other Lands." The central unit had an excellent portrait of President Wilson surrounded by American flags. Below this picture was a shield to which was attached a roll of music with the following wording: "All True Americans Will Celebrate the One Hundredth Anniversary of the 'Star Spangled Banner,' written by Francis Scott Key, Sept. 14, 1814." Below was: "'The Land of the Free' also remembers with grateful hearts the Joy and Happiness contributed by the Famous Composers of our Sister Nations throughout the World. To all European Countries we extend our sincerest good fellowship. In the undying words of our Immortal Lincoln, 'With Charity for All and Malice Towards None.'" Below this was a portrait of Abraham Lincoln. At either side were little groups each showing a portrait of the ruler of one of the warring nations, a silk flag of the nation, the coat of arms, and a circle showing the national dress and the name of one of the favorite airs of that country. In a row along the front were other little groups of the same kind, with the exception of the portrait, each representing some country. At the back were three player pianos. The background was hung with strips of roll music and at the top were flags of the various countries. Long palm leaves were also used. The bright colors of the many different flags made this display highly pleasing to the eye. Mr. Hansen is a specialist in this kind of display.



Plate No. 9027—A Toy Display by E. D. Pierce, for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This picture shows an arrangement whereby a large number of toys can be shown. The semi-circular steps are for showing of the smaller articles, while the larger pieces are shown on the floor.

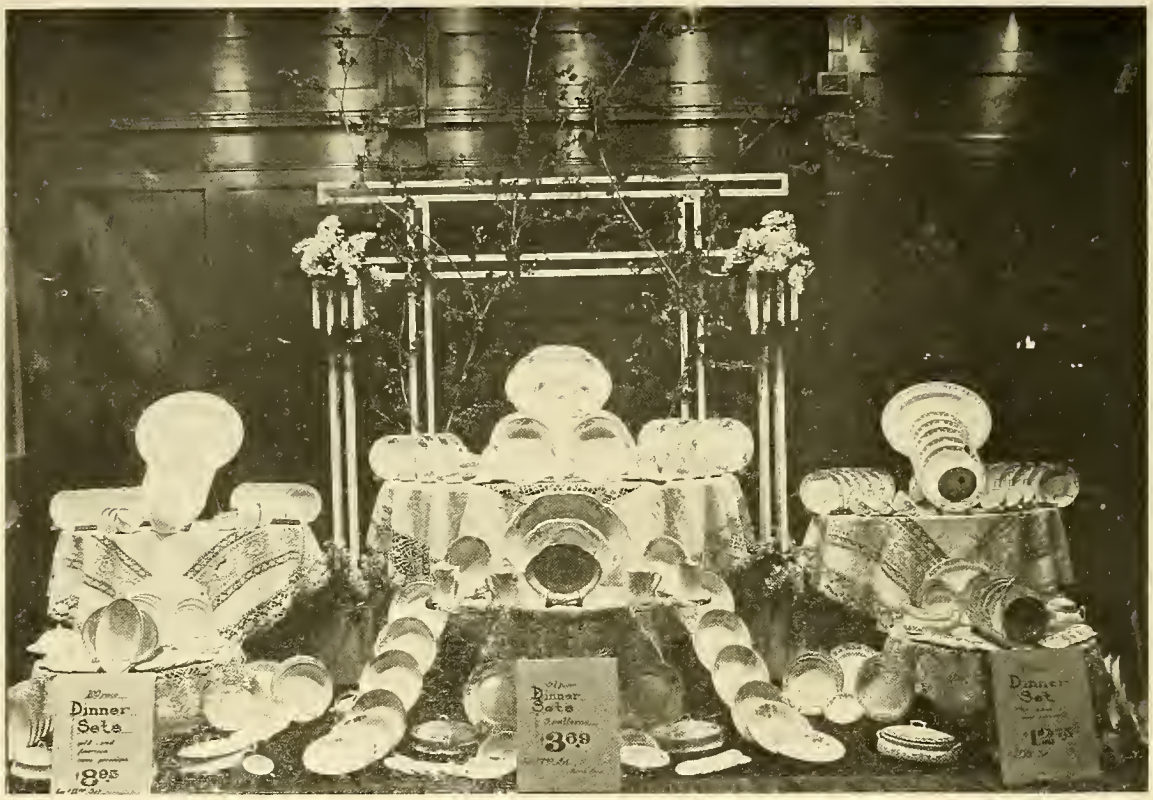


Plate No. 9028—A Display of China by T. G. Duey, for Wurzberg's, Grand Rapids, Mich.

This picture shows a new setting for the display of china. At the back was a light framework design covered with vines and flowers. In front were six oval display tops on pedestals. Over the tops were embroidered centerpieces and upon these the china was placed. While the china shown was not expensive, it was made to appear to excellent advantage by the handsome linens and the careful arrangement. As this was for a sale, three-quarter sheet cards were used, one being placed in front of each pattern of china. Large sales results from this display.



Plate No. 9029—A Linen Display by John C. Mackey, for M. Rich & Bros. Co., Atlanta, Ga.

Most decorators at this time are thinking about the linen displays that are to be installed during the next few weeks. This picture gives an excellent suggestion. The background was hung with velour curtains in front of which heavy draped foliage was arranged. The middle of the room was occupied by a dining-room table decorated with asparagus ferns in the middle of which was a bouquet of autumn flowers. The linens shown were principally centerpieces and fancy table sets. It will be noted that the linens were shown in such a way as to not damage them in the least. The wax figure at the right added a finishing touch to this display.



Plate No. 9030—A Display of China and Cut Glass by Carl R. Morganthaler, for Newman's, Joplin, Mo.

The background was quite simple and very effective. The large surface and cornice at the top were done in a rough stone effect and tinted in brown and green in an old moss color. In the middle opening and along the top was a lattice, which also was given a stone effect of the same tone. This was all covered thickly with foliage. On the column at either side was a lamp with an ornamental shade. The merchandise was displayed upon pedestals and glass shelves, a considerable variety being shown. The purpose of this display was to give the public an idea as to the variety of stock carried rather than to display any particular line completely.



Plate No. 9031—A Display of Silverware by J. H. Dewitt, for the Kleeman Dry Goods Co., Terre Haute, Ind.

This is an excellent display and it is unusual in the character of the fixtures used. It will be noted that the stands used for displaying the goods are pieces taken from the furniture department of this store. At the left is a piano bench and back of this may be seen a small parlor stand. In the middle is a big rack and at the right is another stand. These pieces lend themselves admirably to a display of this sort and after they have been used can readily be returned to the department none the worse for having been used in the window.

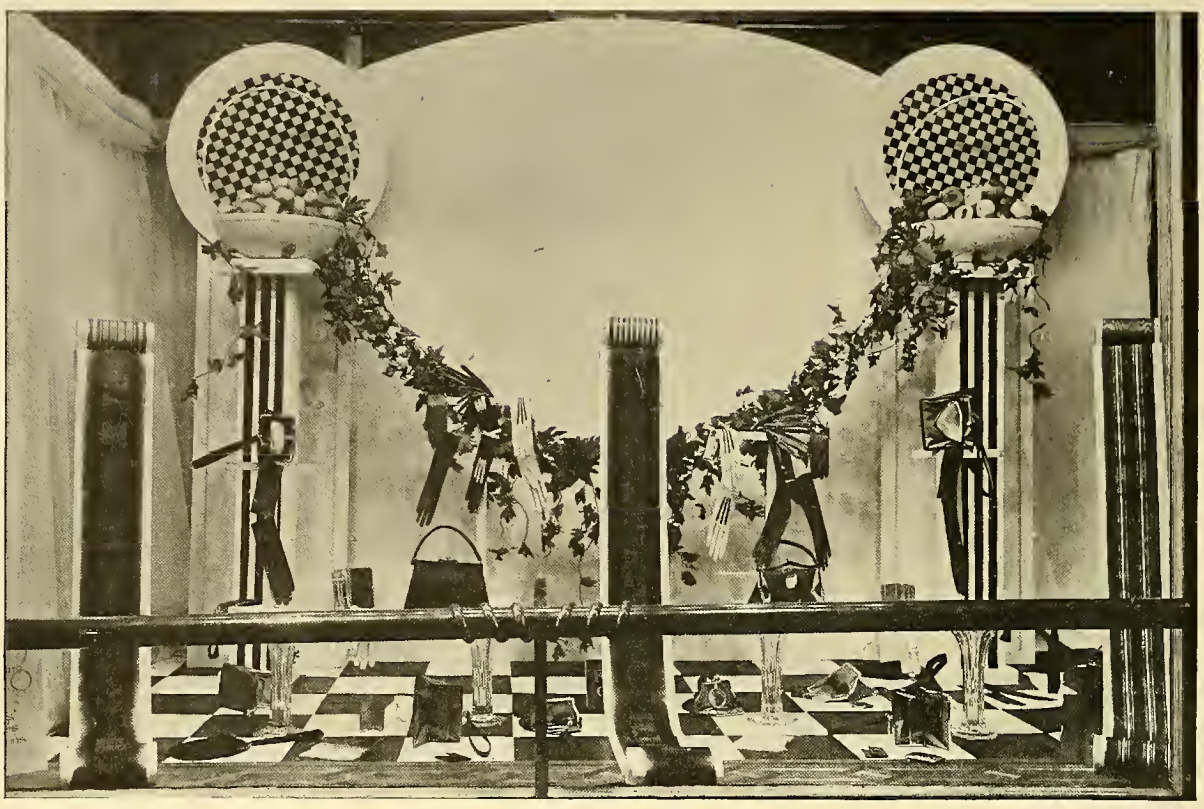


Plate No. 9032—A Fall Display by Roy H .Heimbach, for Clarke Bros. Stores, Scranton, Pa.

Here is a setting of unusual design. It was done principally in black and white, with the exception of the checker board effect in the circles. This was in yellow and black. At either side was a tall pedestal with severely straight lines and on the top of each was an improvised basket made by finishing a chopping bowl in a rough effect and supplying it with a high circular handle. These baskets were filled with artificial fruit, highly colored in natural tints. Extending from one basket to the other was a festoon of foliage in rich tints. Gloves, bags, ribbons, etc., were shown in this display. The floor was in a black and white checker board design.



Plate No. 9033—A Holiday Display by B. A. Smyser, for the Stone Fisher Co., Tacoma, Wash.

This window showed a miscellaneous assortment of gift goods. At the back was a large circle containing a highly colored picture of Santa Claus. The circle was decorated with silver holly and red poinsettia. From one side were suspended many strands of tinsel. A feature of this display was the manner in which the handkerchiefs were shown. These were arranged on frames, made in the form of wishbones. No further description is required.

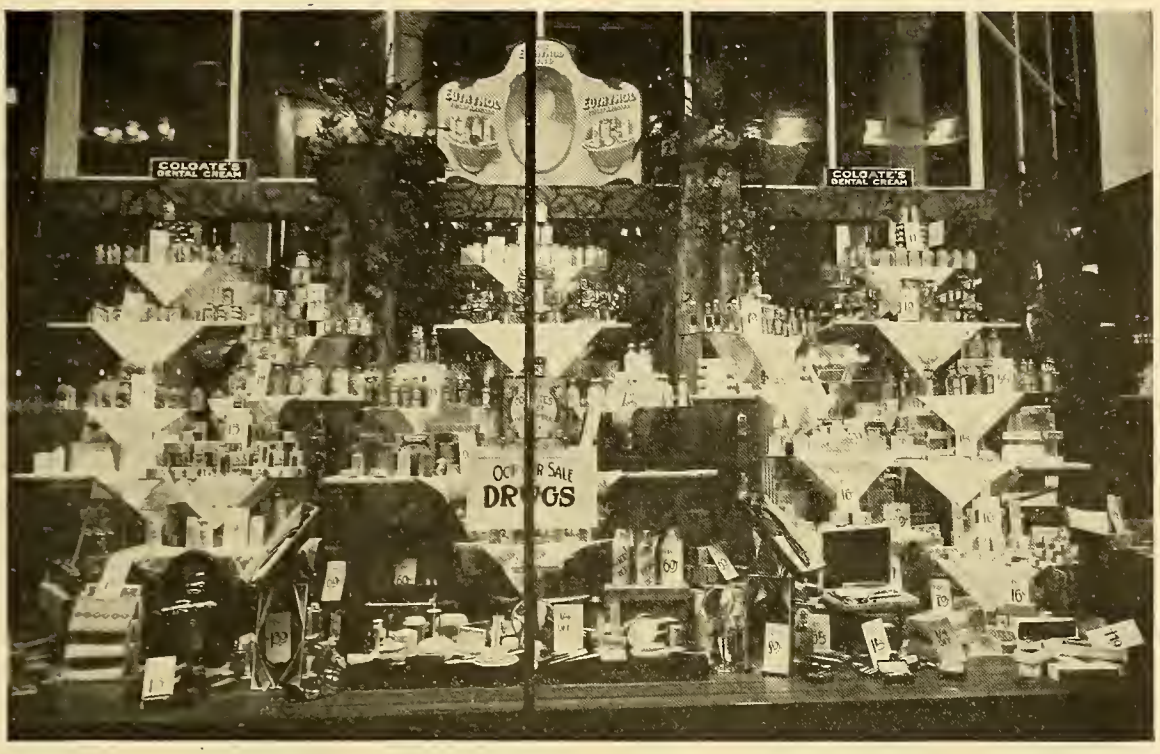


Plate No. 9034—A Drug Display by Bert A. Smyser, for Stone Fisher Co., Tacoma, Wash.

Here is shown an excellent display of drugs covering a considerable variety of lines. Home-made stands and glass shelves were used for displaying the merchandise. While this window may appear somewhat stocky in the picture, in reality everything had plenty of room and each item showed to excellent advantage. It will be noted that every article had a price-ticket. This display was for a special sale.



Plate No. 9035—A Display of Linens by the M. M. Cohn Co., Little Rock, Ark.

Here is a simple merchandise display showing fancy linens. No attempt has been made at ornamentation. The details are so obvious that no description is necessary. This display sold many of the pieces displayed.



Plate No. 9036—A Clothing Display by A. A. Hensen, for the Utica, Des Moines, Ia.

Here is a very well handled display of men's wear. In the middle was placed a plateau standing diagonally in the window and surmounted by a wicker vase, which was filled with chrysanthemums and foliage, over which and extending down to the floor was a drape of red velvet. The neckwear shown was all in dark green. On the floor at the left was an attractive unit made of a handsome leather bag, two neckties, two hats, two canes, etc.

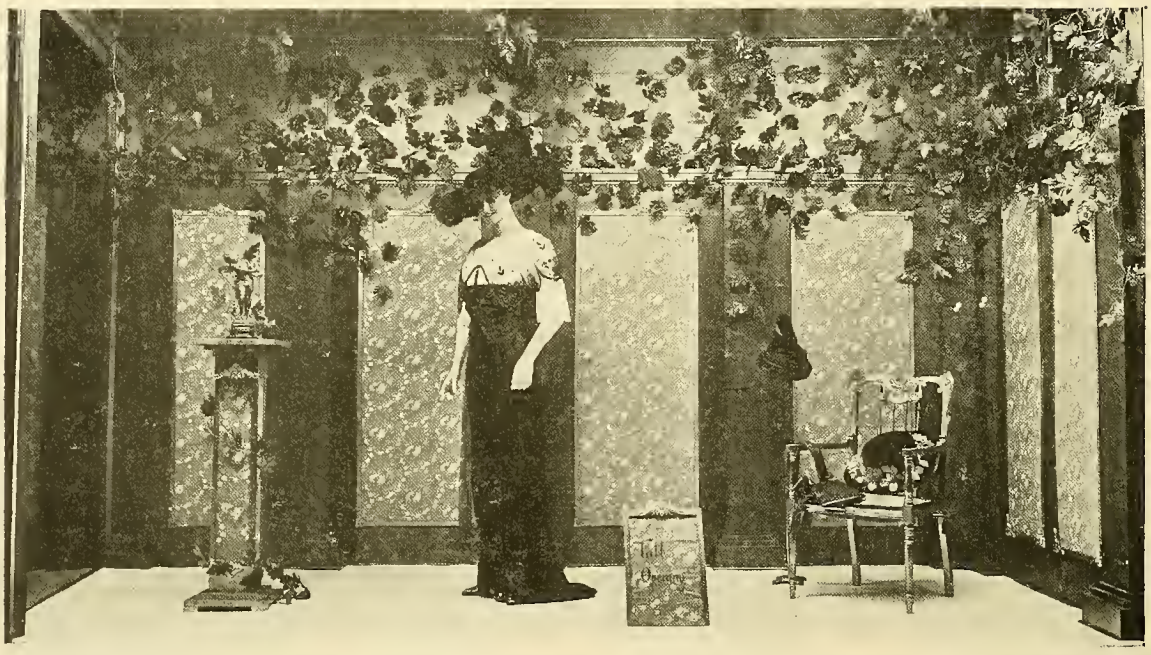


Plate No. 9037—An Opening Display by Clarence E. Duff, for J. Katzenstein & Co., Marietta, O.

This setting was in the style of Louis XVI. At the back were panels filled with rich floral designs in yellow and red. A gilded frame surrounded each panel with ornamental corners and an additional ornament in the middle of the top. The permanent background of this window is in brown bird's eye maple and the temporary panels were attached to this. At the top an abundance of foliage was arranged in careless effects. At the right was a pedestal carried out in the same general effect used on the background. It was finished in gold and ornamented. It was surmounted by a small bronze statuette and around this pedestal was twined a vine of autumn foliage. At the right was a gilt chair upholstered in the same material used in the background panels and on the pedestal. The color scheme of the merchandise used for this display was black which stood out strongly against the background of yellow and brown. The floor was covered with cream colored material.



Plate No. 9038—A Clothing Display by Sam Friedman, for J. Blach's Sons, Birmingham, Ala.

This little display is an excellent example of modern men's wear display. The principal feature is the large ornamental table, which was made from a design by Mr. Friedman. He uses a number of these tables in his windows and gets some excellent effects. All of the merchandise so far as possible was in shades of green. The velour draped at the bottom of the table was also in green. A number of accessories were shown in connection with the suits, etc. This made a highly effective window.

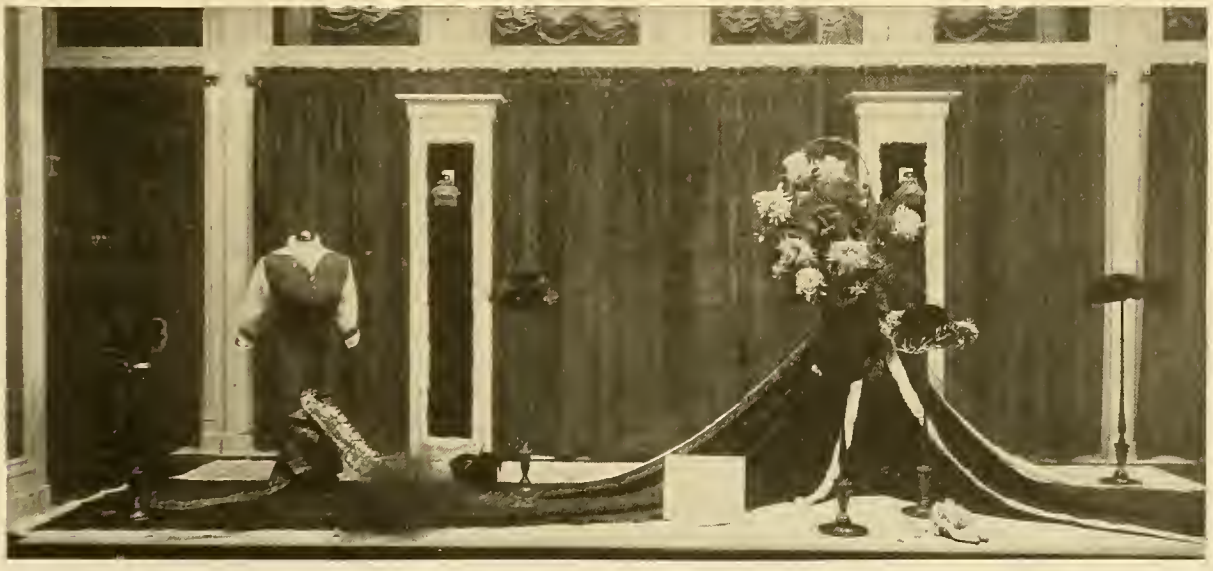


Plate No. 9039—An Autumn Setting by Harry Heim, for the Marston Co., San Diego, Cal.

The background of this window was olive-green plush against which two pilasters were placed. The latter were covered with white felt and paneled with green plush to match the background. The panels were outlined with white fur. From the top of each was suspended a small lamp with an ornamental shade. The floor was covered with white felt. On a pedestal slightly at one side of the middle stood a basket filled with pink chrysanthemums. Upon the pedestal a handsome piece of green plush was draped extending across the entire floor. A green waist stood at one side on a small pedestal over which a piece of ribbon was draped carelessly. From the flower basket to the floor was stretched a piece of maline tied in a large bow. A few fine hats completed this display.

Department Store Card Writing

By G. Wallace Hess

This is the fifteenth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

AS REGULARLY as Christmas appears each year so does the vast horde of home students begin to get out their material for practice work during the long evenings now upon us. No one except the editors of magazine and the special writers know how intensely hard it is to keep writing upon one subject throughout a whole year, and as this year is drawing to an end, I am going to give some advice upon pen lettering which I am sure will help some of the readers of this article.

Some of my statements may seem dogmatic, others you may not agree with, but time will show you that I am right, or nearly so.

First, position of penholder in lettering—the holder I advise is a cork veneer holder—not the flat tip cork holder—which is simply a wooden holder veneered from end to end with a shaving of cork. Set the music pen in the holder firmly.

Now then, let me warn you that to succeed in any kind of pen lettering used in show-card writing you must unlearn everything you ever learned in the grammar school or business college about the correct way to hold your pen in ordinary writing.

Recall your boyhood days. If you were just a human, everyday boy, you no doubt remember how the teacher gave you a little rap on the knuckles for letting your holder rest below the knuckle. You were supposed to keep it between the middle joint and knuckle. As kids, we didn't know much, but we did find a natural position. It's not fair to rub it into teacher. She or he had enough to contend with, but look around you in the course of the day's work and see how many write either with pen or pencil, using the position we were scolded for not using. How many can you find in the day doing it? One guess. Correct.

Now you take it from me that you can never learn to handle a pen successfully unless the holder rests firmly under the knuckle socket of index finger.

First:—To hold the music pen, let the holder rest firmly at the base of knuckle of index finger.

Second:—Turn third and fourth fingers up easily and naturally in palm of hand.

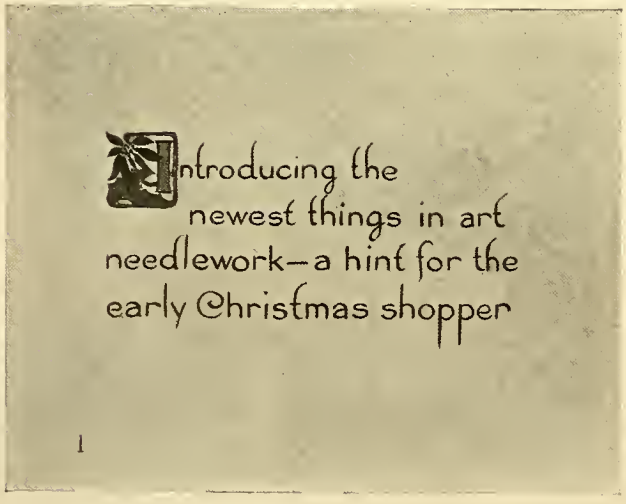
Third:—The holder rests against second finger at base of nail of that finger.

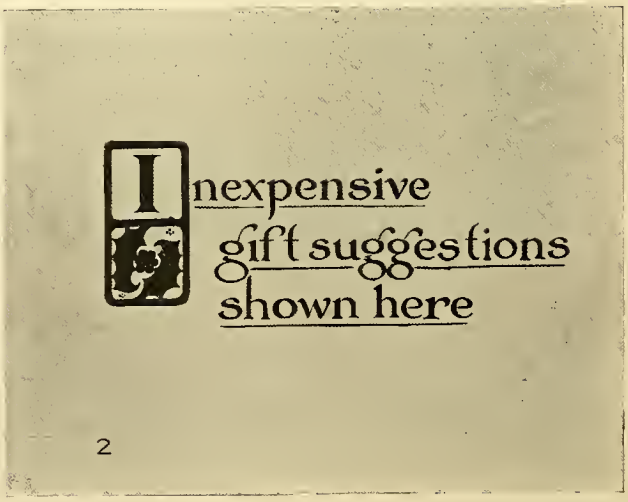
Fourth:—The thumb, slightly arched, rests against side of holder.

Fifth:—The ball of the index finger, which is slightly arched, rests right on top at the very end of holder, or extending over end of holder a little and resting on pen.

Sixth:—The hand is thrown over on the side so that the knuckle of index finger is almost directly above knuckle of litle finger. It is with the ball of the index finger that the pressure is made.

The Soennecken pen is held likewise, excepting the fifth position. Here the index finger rests against the side of the holder, so that if you place your eyes directly over your hand you will have an unobstructed view of holder from end to end.









In making slant letters with either Soennecken or music pen, face your desk squarely and place a quarter sheet in front of you. Have the lower left corner of the card about two inches from the edge of the desk; lower right about ten inches. Grip at upper left corner with left hand and shift continuously while working, to save cramping right hand.

In making vertical letters have the paper squarely in front of you, and keep point of lettering on a line with your nose.

Note: In making pure one-stroke roman with either music or Soennecken pen, I always hold my paper on a slant as stated previously, for with my forearm forming a right angle in conjunction with the base line of lettering I have no difficulty in making vertical strokes. The advantage? You don't cramp the right hand. Now, you have never seen the foregoing in a book, and if you follow my directions they will tell you more than an illustration could.

Now as to inks. We have eternal, engrossing and india ink. These can be used on Soennecken single and double points, Soennecken 203-204, Soennecken poster pen, Payzant pen, and ball point pens. They will not work on the music pen, for it requires a heavy ink or opaque color.

Mix black letterine and eternal, half and half, for the music pen, or stir any prepared opaque color well.

Dry colors (made on zinc base, not lead colors) may be rolled thoroughly with a 5-cent rolling pin on a smooth board and rubbed up according to instruction for English vermilion.

Red and white are hard propositions. You will want red in the next few months. Are you satisfied with your red? No one, not even the color maker, is.

Pale English vermilion comes in quarter, half and pound cans, and varies in price from $1.00 to $1.40 per pound.

Prepare it just as I tell you. Take two level tablespoonfuls of color and one of Carter's extra adhesive mucilage. Put in a screw top jar or tumbler. Rub up until every particle of red is wet. Then add slowly one tablespoonful water, stirring while adding. It will work better the third day and, as it is, will be found right for brush. For the music pen add another tablespoonful water and stir. For the Soennecken pen try adding another spoonful of water.

Now white (dry flake or zinc) can be mixed in the same manner, only use less water. Works better when old. A pure home-made gum arabic mucilage rubs up dry white and black better than any other binder. A home-made gum dextrine mucilage mixes up colors better than any other. In making either, cook in double boiler or in can set in pan of boiling water.

Gum arabic will decompose rapidly if left by itself, but it never moulds when mixed with a color unless it is with lamp-black or vermilion. Try not adding any preservative unless as a last resort. Never use alcohol if you intend using color for pen, as ink will "jump" to paper.

Avoid using gummy inks for Soennecken pens unless driven to it by necessity.

Sometimes in the prepared show-card colors there is so much binder that the color will stick to



the pen. To remedy, take a teaspoonful solid meat, add about two parts water and stir well.

Next month I am going to show you a few specimens of high class Soennecken and other pen letters. Now we will pass on to another subject. You will (every one does) squander some money foolishly this Christmas. Let me urge you to spend a trifle of it for an inexpensive water color outfit. I know you will learn more about color values than you can by any other means.

Take the two initial panels, the poinsetta and holly leaves. These can be sketched on mat board, cover paper or water color paper, tinted and then outlined with gold or silver, or the design can be sketched, inked in with waterproof india and tinted in natural colors when dry.

On all the other cards die cut ornaments are used except a little stencil effect on the eighth sheet, which was cut from a post card.

On the infants' card is shown how a holly spray can be cut and a panel inlaid thereon with good effect. Ordinarily I would advise against two ornaments on one card, but the kiddies sliding off the card are an exception.

The lettering is the quickest kind of stuff and is intended more to show how one can watch for studies in colored Christmas cards and apply them to signs.

It is a good plan when stores are showing complete lines of Christmas cards to look around for stencil effects, designs or initials.

If any of our readers have any queries pertaining to card writing in any shape, form or manner that would be of interest to the craft in general, we would be pleased to hear from them.

A few suggestions from readers never hurt—some have good ideas and it helps out a little. Why wait for the other fellow?

A Card Writing Pen

ABOUT CARD WRITING PENS, W. C. Sanders, display man for E. Rosenwald & Son of Las Vegas, N. M., writes as follows: I have been reading a great deal in your journal lately about new pens and other devices for card writing, and have been using a pen myself that I thought you might like to hear about.

I take an ordinary twenty-five-cent ruling pen and work the pen down very smooth on an oil stone. Then I use it about like Mr. Hess does the little stick he wrote about in a recent article. For price tickets and all small lettering I like it much better than the Payzant pen, and it makes a thicker line than a ball-pointed pen. I use it with India ink or Higgins' Eternal Black.

I have been using this pen for the last three months, so I can vouch for its practicability. Thinking that possibly other card writers might be interested in this device, I have taken the liberty to write you, as I never heard of it being used before.



Plate No. 9040—Suggestion for a Toy Window by E. D. Pierce, Rochester, N. Y.

The above engraving is reproduced from a water color sketch by Mr. Pierce showing the layout and general scheme of decorations for a display of toys. The foreground is to be built in as indicated in the sketch. In the middle is a basin filled with water. This is surrounded by a structure made to imitate ground. A number of houses from the toy department can be placed around the lake and on the sides can be worked in a wooded effect. This is finished off both at the sides and at the back with a painted scene designed to fit in with the foreground. In the water basin in the foreground are to be shown all sorts of floating toys. The sketch is intended merely to suggest a display scheme, but any practical display man will catch the idea at once and will be able to carry out many details that are not shown in the picture.



Plate No. 9041—A Mexican Design by Roy H. Heimbach, for Clarke Bros. Stores, Scranton, Pa.

This setting was in a terra cotta shade. The design of Mexican character was in shades of brown, red, orange, yellow and buff. The pedestals were carried out in the same general style and on each was a jardiniere that harmonized in color and lines with the window setting. Each contained a large plant with flowers in the same general tints as were used on the background. Foliage was used on the floor.



Plate No. 9042—A Holiday Display by T. G. Duey, for Wurzburg's, Grand Rapids, Mich.

Here is an excellent showing of holiday gifts. The background is a simple paneled effect relieved by a column in the middle extending some distance into the window. At the top is a frosted icicle effect, above a small painted panel. White frosted maple leaves are used to finish the effect. The merchandise is shown upon tables.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

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"The Show Window" . . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . . Established 1905

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29 WEST 39TH STREET, NEW YORK CITY

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Aeeociation of Display Men

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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

November, 1914

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"Buy Home Goods"

ALL OVER THE COUNTRY cities are making big demonstrations with the view of popularizing home products. The idea is not new—it has been before the public for a number of years, but never before has the movement been so general. Philadelphia has just concluded a big "Made in Philadelphia" week, during which hundreds of retailers co-operated with local manufacturers in showing goods made at home. Philadelphia is a wonderful manufacturing center and can draw upon an almost unlimited variety of products. Naturally, the show was a success.

But smaller towns in which the different local products can be counted by the dozen rather than by the thousands, have gone about their "made at home" shows with just as much enthusiasm in proportion to their size. While the manufacturers have been pushing the "made at home" idea, the retailers have been hammering away at the equally appropriate slogan, "Buy at home." A concerted movement to convince the public of the advantages of spending their money at home is likely to do more good than years of individual hammering of the mail order house.

Don't Antagonize the Buyer

MUCH DIPLOMACY on the part of the display man is required to avoid friction with the many buyers of a big department store. Under the most favorable circumstances there are many opportunities for misunderstandings that may lead to unprofitable and disagreeable wrangling. Even the most diplomatic of decorators will be drawn into a "scrap" occasionally, but the display man who goes about with a chip on his shoulder and is always talking about what he considers his "rights," has a large share of trouble ahead of him.

We sometimes hear a window dresser tell how he "bawled out" this or that buyer, and how he told another "where he got off." Seemingly, there is a certain class of display men who are perpetually afraid that someone is going to take advantage of them, and as a consequence they are always on the defensive against what they consider imposition. In most cases these "impositions" consist of trying to get the window man to do something in a way that is different from what he would have planned himself. That certainly is nothing to wrangle about. The buyer and display man are both working for the interest of the store. If the buyer wants his goods shown differently from the decorator's way, he is certainly entitled to a hearing, for his views are backed by an honest belief that his ideas will lead to larger sales. If his ideas are at all reasonable, it is only fair to give them a trial, as he is the man who has the most at stake.

No big display man ever wrangled his way to

the top of the ladder. We don't mean that the window dresser should make a human door-mat of himself, to be walked upon by anyone in the store who chooses to do so, but we do think that in some cases there is altogether unnecessary animosity between buyers and display men. Co-operation between the advertising department, the window-dressing department and the buyers is essential to good work. And diplomacy is the first essential to co-operation. Get together and pull together. It is good team-work that counts.

Mail Photographs Flat

UNMOUNTED PHOTOGRAPHS that are rolled are difficult to handle and are much more easily damaged than those which are mounted. We do not care for fancy or expensive mounts; any kind of cardboard will answer the purpose, just so it is heavy enough to keep the picture straight and to protect it in the mails. If contributors will remember this, there will be more likelihood of the photographs being published.

Contributors also should put their names on the back of all photographs as a means of identification. When a picture is sent without a name, it sometimes happens that there is no way of connecting it with any of the letters we receive. In this way we have accumulated a considerable number of excellent photographs which we would be glad to publish if we knew whose they are.

With the Shades Up

YEARS AGO a window dresser working on his display with the shade up would have attracted a big crowd, but today this sight attracts no attention. This applies especially to clothing stores in the larger cities. It was formerly the custom to pull down the shade before a window was taken out, and to keep it down until the trim was complete. In recent years, however, this practice has been discontinued by many stores and the trimmer now does his work in full view of the public.

But the window dresser of today does his work in the window much more expeditiously than he did formerly. The rule is that the window must not be out of commission one minute longer than necessary. Many expedients are used to save time. Before the old window is taken out, the new display is all ready to go in. The fixtures are placed just outside the window entrance and all of the merchandise is at hand. Whether the old display is taken out by the head man or a helper it is quickly got out of the way. The window floor is cleaned and brushed carefully and the new display is started at the corner furthest from the entrance. In a few minutes a unit has been completed and the trimmer rapidly works his way back to the entrance. In a surprisingly short time the window is complete and another is started.

The busy trimmer in a big store must work at this high speed to get his work done. He must have a definite system which works without lost motion or wasted time. One of the first essentials to such a system is to have a schedule allowing as nearly as can be done a certain time for everything. Another important thing is to know exactly what one is going to do before starting in—little time can be wasted on experiments after the display has been started.

Of course, where elaborate backgrounds are to be installed, the shades are drawn, and the department store men continue to work behind lowered shades, but they, too, work much faster than they once did.

CHAS. L. SPEED, the veteran department store display man, is in charge of the window display department of the Goodyear Tire and Rubber Co., which is conducting a national campaign in the windows of its agencies all over the United States. One after another display men are getting into the national advertising field.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.
EDWARD P. BURNS, Toronto, Can.
C. E. WILSON, Cedar Rapids, Ia.
R. W. McKNIGHT, Victoria, B. C.
JACK CAMERON, Des Moines, Ia.
CLARENCE E. DUFF, Marietta, O.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

NEW ADDITION TO ALTMAN STORE OPENED INTRODUCING A NUMBER OF BIG ADVANCES IN EQUIPMENT AND METHODS—A BUSY DISPLAY MAN—BUILDING BUSINESS FOR A LOCAL STORE

F. F. Purdy

THE new addition to the store of B. Altman & Co. was opened on Monday, October 5, and now the Altman plant covers the entire block, Madison to Fifth avenue, and 34th to 35th street. Visitors came by the hundreds and were taken all over the establishment in groups by guides, even to the private offices of President Friedsam, on the fifth floor, which is one of a suite of three connecting rooms, filled with floral tributes from friends of the house. The first is the directors' room, with a magnificent table surrounded by twelve high-backed chairs a striking lifelike oil portrait of Benjamin Altman looking down over the scene, flanked by a beautiful floral tribute. Further on is another similar-sized room, and then a third, where the groups would halt, observing a gentleman sitting in one corner dictating a letter, with no desk or anything emblematic of an office. "Come in,"he genially observed to the group of which the writer was a member, escorted by display manager Frankenthal, as the company went in among the flowers and fine surroundings, some of the wood work of the room, as well as the others having come from the doors of the Altman New York mansion. The crowds were so continuous that the thought persisted, "What timely and appreciated function if on an occasion of the kind the head of the house and his chief aides stood in a receiving line while his guests were presented to him by name." It would have capped the climax here.

Mr. Frankenthal is highly pleased with the employees' dining room on the top floor of the addition. The happy young men and women are dining there from 11 to 1:30, so they may all have a chance. There is a card of charges, ranging from 1 cent for cakes,etc., to 10 cents for a stew. The employees are delighted with the provision made for them—every thing so clean, fine and neat, and eatables so low-priced and wholesome. Then near-by is the girl's rest room, and out of that the roof garden for the men, where they can exercise themselves and smoke if they like. In another part the physician is in attendance, with complete laboratory and two nurses and five or six beds, no bluff, but a real hospital for visitors who are overtaken by illness while they are in the store.

Mr. Frankenthal and his assistants, Messrs. Ellis and Ireland had to hustle to get the big stretch of windows ready on time, and everything in shape inside. They are at present taking care of all the extra work themselves. Mr. Frankenthal will have an extra room in basement of new building exclusively for preparing his drapes, although keeping his office in the old place in the basement of the old building. The new Madison avenue windows have Circassian walnut backgrounds, and fine hardwood floor, while the only fabric on floor bottoms is the familiar shirred and rounded lengths of plush, generally pearl gray. The Fifth avenue windows were especially beautiful. The three to the right were filled one with black and silver, another with green and silver and the third with red and silver material, long fabric drapes with draped figure in center and a hat on each side. The red and silver



Plate No. 9043—A Display of Embroideries by H. B. Martin, for The Duffy Powers Co., Rochester, N. Y.

In order to boom business in its embroidery department, this store employed a teacher to give free lessons to customers buying the materials from the department. The purpose of this display was to show the variety of work that can be done through the instruction furnished by this teacher. The present time is an excellent one for a display of this kind, as people are getting ready their Christmas gifts and a great many prefer to make their own presents. Stores that have used this plan have found it uniformly successful.



Plate No. 9044—A Thanksgiving Display by Carl L. Greer, for the Hudsons Bay Co., Calgary, Alta., Canada

Here is a Thanksgiving display that is quite out of the ordinary. A large variety of fruit and many kinds of table delicacies were shown, being arranged in a systematic and orderly way with reference to the colors. At the back were shown pumpkins and squashes. Throughout this display a considerable number of miniature turkeys in full colors were used. This constituted the only decoration with the exception of a ruscus tree at the right. The purpose of this display was to show the variety and excellence of the stock carried.

and green and silver drapes were of suites, while the black and silver window, in center window, had a cloak of five yards of material, handsomely pinned together.

There is no break between the old building and the new. The view runs straight through unbroken, with 6,000 yards of Wilton carpet, as we recollect, to a floor, one or two floors in pearl gray carpeting and others in green.

The addition to the Oppenheim, Collins & Co. store was opened at the start of the fall season, about the middle of September, 60 feet front on 35th street, eleven stories high, adjoining and merging into the former building, as at Altman's. Five stories are used for the business, six for lofts. The first floor of addition carries the entire shoe department; second floor enlarged gown department; third, men's and boys' clothing exclusively, with separate elevator entrance; fourth floor, workrooms; fifth floor, employees' recreation and lunch room. There is an employes' roof garden over and adjoining area that is roofed over. Many new interior display cases are added, which is the only addition to Mr. Kelly's work. There are no new windows added on 35th street, for 34th street only is worth while from the decorative standpoint. Mr. J. Kelly, the display manager, has been with Oppenheim, Collins & Co. for three years, and has grown with the house.

Charles DeVausney is display manager, bargain table manager, and sales manager for the Simpson-Crawford Co. and has just put on yard-goods day Wednesdays, with twelve tables devoted to yard goods, in the "Bargain Arcade," as well as conspicuous and effective displays in the windows with cards announcing the feature. He reports excellent results from this innovation. Mr. DeVausey's position is unique. Anyone can see, by a little talk with him, that his point of view is different from that of most trimmers, because of his triple duties. Without charge of the tables and certain sales his mind would be confined to the windows and the making of excellent displays; as artistic as commercial consideration would permit, which would be all right and proper. But because of his bargain tables and sales, in connection with the windows, the entire idea is to get business and it dominates his whole work. His windows are all right, and exactly serve the purpose. "Doc" Penwarden is in charge of them, under Mr. DeVausney, and an efficient decorator is "Doc." But business is in every window—and it had to be, for it was no easy task to rehabilitate the name of this company with the buying public. The windows lead to the tables. Mr. DeVausney has some thirty tables, and he reports a very satisfactory business this fall. This Wednesday yard goods sale is an idea that others should consider. Picture a woman interested in yard goods passing the store and wondering where she should buy. She sees a big stretch of yard goods in the window and notes that "yard goods day" is approaching or on it at the moment. Where

does she go for yard goods? Right into the store, to be sure. The idea has proven a winner in a very short time. But this is only one day's program. Mr. DeVausney is busy with table sales schemes all the time and runs several other sales each week, with the windows changed three times each week, at night, and the question is, "How will those signs and windows pull?" for often that is the only advertising that the sales goods have. Mr. DeVausney's headquarters is in the office of the merchandise man, as his assistant, and his job is to create business, through the windows and the bargain tables. Mr. DeVausney tells us that the bargain table business of the average department store is 10 per cent of the entire sales. When he took hold of that end down at Baltimore at the Stewart & Co. store, in connection with the windows, he figured it out that he made an increase of $100,000 in the store's annual sales, and believes even better results are in store here. Certainly his combination of duties looks like a very good proposition, and gives a hint to other trimmers of an idea to spring on their houses, for to bright men it means increased influence and business and money for them and the house. It shifts the viewpoint from an individual one to the idea of the biggest possible turnovers. "There are times, of course," says Mr. DeVausney, "to work primarily for beauty in the windows, like the opening of a season, and when new goods are being brought out, or the first of a week, but the latter part of a week there must be stimulation." The Subway windows, by the way, have been thoroughly renovated and repainted, with imitation hardwood floor linoleum on the floors. Here special bargains on the tables have been announced, and special suit sales as well, without advertising, and the sales records show up firmly. Buyers are jumping for the Subway windows when they cannot get those on the main floor.

A GOOD SUGGESTION

S. S. Grossberg, decorator for Barnett Brothers, department store, up on Amsterdam avenue, is a close reader of this journal, and expresses his interest in the occasional suggestion he has read for window trimmers to seek to broaden their field and not simply confine themselves to the windows. Mr. Grossberg's experience furnishes a case in point. Barnett Brothers operate a high-class neighborhood department store, between Riverside drive and Central Park West, and New Yorkers do not need to be told the character of that location. No neighborhood store, however skilfully managed, could keep the fashionable women of that section away from the large and smart stores of the lower shopping district, especially Fifth avenue, for their garments. But there is a wide range of specialties and wearables that are featured, fine in class and style. Mr. Grossberg has charge of the windows, writes the cards, and buys everything in the store that is not sold again, being the purveyor-extraordinary of all supplies, including boxes, wrapping paper, twine, etc. He has charge of the parcel wrappers and all junior help, all of whom meet with him every fortnight for keying up on best service and the economies of their work, caution always being given to compare goods with sales checks to be sure they correspond and that no mistakes are made. The firm's advertising consists in their frequently changed windows, and the sending out of circulars



Plate No. 9045—A Holiday Display by E. D. Pierce, for Sibley, Lindsay & Curr Co., Rochester, N. Y.

Here is an excellent showing of dolls. In the middle at the back of the window was built a large canopy draped with Christmas tree ornaments and tinsel. Under this, on a raised platform, stood a life-sized Santa Claus dressed in the regulation uniform. The background was covered thickly with fir boughs and miniature Christmas trees were placed at each side of the platform. The remaining details are evident.

or cards weekly to a select list of customers, telling of the sales of the week. Newspaper advertising is out of the question, as the clientele is local, while the dailies cover twenty times the Barnett territory, with advertising rates to match. Mr. Grossberg asks buyers to inform him at once of anything new in their departments, and he gets the novelties before the public promptly. He has a record of what was in each window for every day for four years, and thus has a first class idea of what goods ought to be brought forward. Windows are changed every two days, because of the same people passing and repassing, as this is a neighborhood store, and Mr. Grossberg figures that this constant change of windows is the best form of advertising possible for him. A bulletin board is out front, containing announcements of the sales within at the time. The trimming is all done in the morning, for the women of that section do not get out much before eleven o'clock. Mr. Grossberg's day runs something like this: 7:30 to 10, trimming windows; 10 to 1, taking charge of floor of the house furnishing department; afternoon, preparing for windows, sign writing, seeing salesmen, buying supplies and other duties in connection with his superintendence of the parcel wrappers and junior salesmen—a busy day always, but he is an enthusiast, and believes in the window trimmer magnifying his calling and spreading it out into a bigger job.

DISPLAY MANAGERS MEET

The Display Managers' Club met us usual, the first Monday last month at the Broadway Central Hotel, for their monthly dinner and talk-fest. These meetings are not so much for business as for social acquaintance and discussion informally of problems of the profession, and it is noted that the members are most loyal and interested. We understand that a formal dinner is planned for November, arrangements for which are in the hands of a committee consisting of Messrs. Tischman, Richter, Trewhella and Allert.

LIVING MODELS AT MACY'S

A few weeks later than usual, R. H. Macy & Co., and Gimbel Brothers held their fall fashion show, with living models showing the new costumes, and Messrs Allert and Wendel, the respective display managers of these stores being in charge of all details. Macy had 25 models in their eighth floor exhibit. The various models posed in succession on a stage when the curtains opened before each while a spotlight was thrown upon each as she appeared. The Gimbel show, denominated as usual, "Promenade de Toilettes," was held a week or so after that at Macy's, and because of the rush at similar previous functions the width of the promenade was curtailed, giving more room for chairs for the hundreds of spectators. If the risque character of the gowns is any indication, some of the designs were certainly Parisian enough to suit anybody.

At Macy's a practice is observed that we have never run across hereabouts. Every Wednesday morning the entire color scheme of the main floor is changed. One week it is pink, another week blue and white, etc.

For some months it has been understood that the firm of Arnold, Constable & Co., one of the oldest dry goods houses in New York, was looking for an up-town site. Now the new site of the firm is announced—the south-east corner of Fifth avenue and Fortieth street, a block above the Lord & Taylor store. This is the last high class house remaining down town, always excepting John Wanamaker, ten blocks further down than even the present Arnold, Constable & Co. site, who is a law unto himself and maintains a mercantile city in an immense establishment, on such progressive lines that the adequate local trade, and out-of-town visitors as well, are bound to come. Arnold, Constable & Co. began in 1827 at 52 Canal street, James Hearn being one of the original partners, and the concern being known for many years as Arnold & Hearn. The present head of the company, Hicks Arnold Weatherbee, is a great-grandson of the founder of the firm, and a grandson of James M. Constable.

The O'Neill-Adams Co. stores were closed late last month. It is understood that this store was doing a successful business, and its methods, as seen by the outsider, were obviously progressive and due to achieve results. But is seems that its affairs were so tangled up with the Claflin interests, in an interminably complicated manner that it is not necessary to go into here, that the discontinuance of the business was inevitable. We have understood for some months that something was due to fall, as purchases were on the most limited scale, simply enough to keep the business going. This will be another blow to lower Sixth avenue, after the departure of James McCreery & Co. and the failure of the J. L. Kesner Co. This lets out Al. Manee and his staff of decorators, and at this writing we have not been able to locate their new connections, if they have made them.

Among recent visitors among display managers in town were Mr. MacAbee, of The May Co., Cleveland, O.; Jack Ralston, of Levy Bros. Co., Houston, Tex.; and Mr. Smith, of The Hub, Wheeling, W. Va.

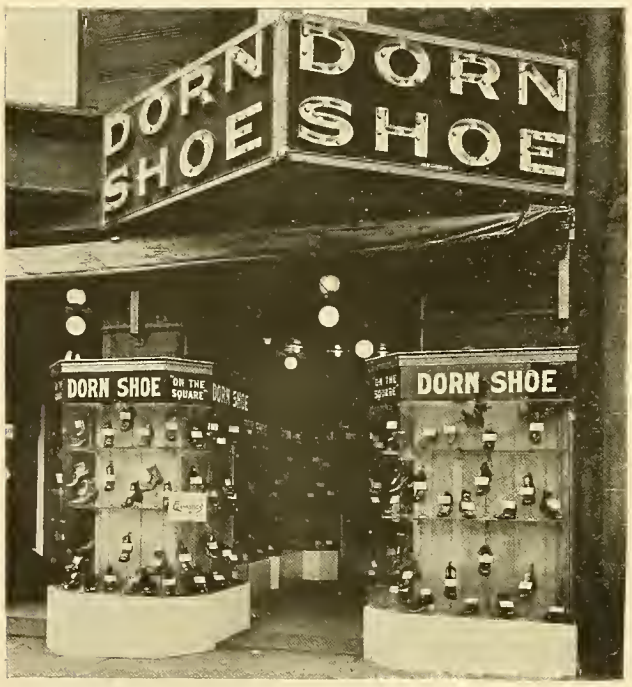
JOHN R. PATTON, who was for a number of years in charge of the show windows of the Siegel store in Boston, and more recently connected with the decorating department of Gimbel's in New York, is now in charge of the window display department of L. S. Ayres & Co., Indianapolis.

THE OUTSIDE CASE

EVERY AVAILABLE FOOT OF STORE FRONT SHOULD BE MAKING SALES — EVERY FOOT THAT IS WASTED MEANS LOST OPPORTUNITY, LOST SALES AND LOST PROFIT—GAINING SPACE

TO DETERMINE THE RENTAL of a store room in the down town district of any big city, the accepted custom is to count the number of people who pass the door in a given length of time. The more people who pass, the higher the rental. This is done on the supposition that the merchant has a chance of getting a certain percentage of those who pass, to enter the store. Having secured the location, it is up to the merchant to stop as many of the passers-by as possible.

If any merchant with a store on a busy street could devise a scheme whereby one out of every twenty persons passing could be induced to enter the door and make a purchase, he could quickly retire. That is the problem—to get people inside the store. In days gone by some merchants employed a "puller-in" who stood in front of the store. When a likely prospect appeared the "puller-in" would pounce upon him; grab him by the arm and yank him into the store—unless the victim happened to be wise enough and husky enough to discourage



MULTIPLIED DISPLAY SPACE BY SEVEN.

this way of getting customers. But the authorities have discriminated against this form of business getting and the merchant has had to devise some other method of persuading customers to enter.

The show window display now takes the place of the "puller-in" and it is far more effective because it is always on the job whereas the old time "puller-in" wasted more or less time in hospitals, and the window can be working on a dozen or more possible customers at a time instead of only one. The display that can be inspected from the sidewalk is the best sales producer at the disposal of any merchant with a good location, and merchants very generally recognize this fact.

Study the stores that are doing the most business in the various localities in which they may be situated and you will find they are almost invariably the ones that are using the most outside display space. It is true that there are still some old fashioned stores that continue to do good business with very little display space, but these succeed in spite of themselves or because they are old established houses doing business upon their reputation. They would do far more business if they had adequate space for displays that could be seen from the sidewalk. In fact, today a store is judged largely by its front. One receives his first impression of the establishment from the merchandise that can be seen from the outside. In many cases these displays determine whether or not the possible customer will enter the store.

The outside display is important to any store, but to the one catering for men's trade it is doubly so. Women like to shop around. They will go into a store and spend hours in looking around on the chance of finding something they may want. Men are different. They find no pleasure in rummaging around a store. The average man will not enter a store unless he knows exactly what he wants. For some reason or another, many men have a feeling that if they enter a store they are bound to make a purchase of some sort. Hence they stay outside unless they have a definite reason for going in. The way to get any man into the store is to show in the window something that he wants. There can be no doubt that the more good show windows a store has, the more it will sell.

Unfortunately for some merchants, good show windows of the usual kind are impossible. Architectural peculiarities of the buildings in which they may be located sometimes preclude the possibility of satisfactory windows. However such a situation may often be remedied through the use of outside cases. Such an instance is illustrated in the front of the Dorn Shoe Store. This room has an excellent location but there was practically no opportunity for window display. For this reason, another shoe store that had occupied it previously moved out. Mr. Dorn of the Dorn Shoe Company, however, saw possibilities that the former occupant had overlooked. He sent for a designer of outside show cases and put the matter of improving the front in his hands. The result is shown in the picture. Formerly there was a single small window in the space between the posts where the entrance is shown in the picture. The old entrance was at the left side. The old window was taken out to make the present entrance which runs back a consider-



THIS ROOM COULD NOT BE USED AS A STORE BUT FOR THE OUTSIDE CASES.

able distance with cases on either side, before the door of the store is reached. The new arrangement with the outside cases supplies seven times more display space than the original window. Mr. Dorn states that this front has doubled the business done in this room. Hundreds of instances similar to this one might be described.

Another picture shows the front of the store of S. P. Caddick in Pittsburgh. This room had no display windows whatever but outside cases have been installed in such a manner as to furnish ample room for making attractive displays. This room is in an excellent location, but, without the outside cases, it would have been practically worthless as a store room. These cases extend only a short distance onto the sidewalk.

The picture of the Buckingham store in Flint, Mich., shows how attractive as well as profitable a side wall can be made for a merchant whose store is on a corner. Where formerly there was a blank wall with two bricked up windows, there is now a handsome case 36-feet long. This is practically a series of show windows sufficiently deep to show overcoats and all other men's wear to good advantage. A case of this kind, properly taken care of, ought to sell enough goods to pay the rent of the store. It would certainly sell enough to pay for itself in a short time.



THIRTY-SIX FEET OF SHOW WINDOWS GAINED HERE.



Plate No. 9046—A Waist Display by Harry H. Heim, for the Marston Co., San Diego, Cal.

This was a striking display of ladies' waists, the window being carried out in units each having a color scheme of its own. In each instance the accessories matched the waist in color. A considerable variety of merchandise was shown, including silk petticoats, scarfs, gloves, vanity-cases, perfume, ribbons, shoes, beads, etc. This proved to be a highly profitable as well as an artistic display. It pointed out at a glance what was to be had in stock of the corresponding color to match the waist. The background was of gold plush with a decorative set piece at one side, consisting of ribbons, ferns, chrysanthemums and grapes. On the ends of the ribbons were long tassels. The floor was covered with a gold carpet. Two silver frames containing photographs were placed upon the floor. The attractiveness of this display lay in the color scheme and simplicity.



Plate No. 9047—A Prize Winning Automobile, decorated by Members of the Dunn County, Wis., School of Agriculture.

This picture shows a float that was one of the features of the parade held in connection with the Dunn County, Wisconsin, fair. It was decorated by members of the Dunn County School of Agriculture and illustrates what attractive work can be done by even inexperienced persons through the use of modern decorative materials. This car shows the first attempt at automobile decoration by those who did the work. The outer part of the car was draped with floral sheeting and this was trimmed with large morning glories. White doves were used in front and were driven by ribbons leading to the four posts at the corners.

Made in America

REPRESENTATIVE MERCHANTS from many cities of New York met in Syracuse, October 14, and formed the Retail Dry Goods Merchants' Association of the State of New York. The meeting was attended by more than one hundred prominent merchants from the principal cities of the state and the permanent organization was launched under the most favorable circumstances. The purpose of the organization is to bring the merchants into a body for the mutual benefit of its members, for the cultivation of a fraternal feeling among fellow merchants and to co-operate with local and state officials in securing ideal relations between employer, employe and the general public. The officers declared after adjournment that they believed the organization would become one of the most useful of its kind in the state. The membership embraces department stores, dry goods and ready-to-wear merchants and others.

Keen interest was shown in the present agitation for the exploitation of American-made goods by the representatives from each and every city that attended the convention. The feeling was unanimous among the various merchants to foster and help build up the business of the American manufacturer and increase the use of goods "Made in America."

It was the sentiment of all present that there is a consistent and decided improvement in both the style and quality of American-made goods.

Koester Men Make Good All Over the World

The School That Raises Salaries

There is no position in a retail store that offers a better opportunity to master the executive details of the business than does that of a window dresser and advertising man. He is consulted by proprietor and buyers and all details of the business are spread before him. He is paid well for his work and his work is pleasant. The average window dresser is paid just about twice as much as the average salesman, and his chances for advancement are infinitely greater.

Personal Instruction. Every student is given personal instruction in every branch and class, both window trimming, card writing and advertising.

Correspondence Instruction.

Many young men cannot afford to spend the amount of money necessary to pay carfare to a school and pay board while attending school; neither can they afford to give up their present position to attend school. They can afford to pay the small tuition fee. To serve these ambitious young men The Koester School has a complete merchandising correspondence course teaching **Advertising, Salesmanship, Store Accounting** and **Card Writing.** You can take as many of these studies as you desire.

Window Trimming cannot be taught by mail, so this study is not included in our Correspondence Courses.

Travels Around World to Study at Koester School

Read This Letter



Mr. Ravenscroft, Window Trimmer from Sydney, Australia

on a trip around the world, stopped off at the Koester School to pick up new ideas that would be helpful to him in his work. This was the second trip Mr. Ravenscroft had made around the world, and therefore he has full knowledge of window trimming in all other countries. And when he says that the Koester School is the most helpful source of window trimming knowledge that he has seen it assures you that the Koester School is the one thing that will help you most.

We Help You Get a Position and We Help You Hold Your Position

READ THIS LETTER

Koester School, Chicago, Ill.

Gentlemen:—I accepted the position with the Havre Commercial Co., whom you so kindly put me in touch with, and have been busy taking care of the windows, writing show cards and preparing advertising.

My employers are showing their appreciation of my efforts by adding to my salary $5.00 per week.

I wish to thank you for the assistance you rendered me in securing this fine position, and I always will have kind words for your institution, which so quickly has helped me to better myself in business knowledge and salary increase.

Yours very truly,

(SD) WILL REIMERS,

Care Havre Commercial Co., Havre, Mont.

Now fill out the Coupon →

The Koester School 215 South Market St. Chicago

USE THIS COUPON

THE KOESTER SCHOOL
215 S. Market Street
Chicago

Please mail me information on the following:

- ○ WINDOW TRIMMING COURSES
- ○ ADVERTISING COURSES
- ○ SALESMANSHIP COURSES
- ○ CARD-WRITING COURSES
- ○ STORE BOOKS

ALSO FIND ENCLOSED

- ○ $3.00 for BOOK ON DRAPING
- ○ $1.00 for WINDOW TRIMMING MONTHLY

Yours truly,

Name .....

Address .....



Plate No. 9048—A Fashion Show Display by Paul Lupo for the New York Store, Los Angeles, Calif.

This picture shows one of the big windows of the New York Store decorated for the fall fashion show recently held in Los Angeles. The figures were poses to give the effect of a fashionable reception, most of them wearing semi-full dress. Mr. Lupo is an old-time window man, his home being in Chicago, where he learned window dressing and was a decorator for Mandel Bros. For some time he was a student in the Art Institute in Chicago. Later he went to Denver with the Denver Dry Goods Co., and from there to Los Angeles.

Poor Economy

THE OTHER DAY we got a letter and some photographs that interested us. They were from a young window dresser working in a good sized store in a prosperous little city. He sent in some photographs of window and interior decorations that were quite presentable as they showed good ideas as to designing and arrangement. In his letter he explained that he had not been at the work long and that he was studying hard to make a real display man of himself. Then he went on to say that possibly these displays might not be quite up to the standard for the reason that he had made all of the fixtures, flowers and other decorations himself.

Without complaining, he explained that the merchant for whom he worked was rather careful about his expenditures and would spend no money for fixtures or flowers, so the trimmer had to make these himself. This, he admitted, required a good deal of time. In fact, he said, as soon as one display was finished it was necessary to start work on the flowers for the next one in order to have them done in time.

This, it appears to us, is a fine example of misguided economy. A merchant employing a window dresser and then refusing to spend the little money necessary to make his work efficient. The idea of a window trimmer sitting down and working day after day to make flowers that could be bought for a very few dollars, seems altogether silly.

This however, seems to be the policy of a considerable number of merchants. They pay a trimmer's salary and then don't give him a chance to earn it because of a lack of tools and materials. We are opposed to extravagance in window display, but one may be extravagant through an excess of misguided economy as well as through careless spending.

D. Y. C. S. E.

ALREADY many stores are beginning upon the annual exhortation: "Do Your Christmas Shopping Early," and it is none too soon. Of course but a small proportion of the public will heed the call for early buying, but there are some forehanded ones who will, and every little helps.

At Last—Something Really New

An Effective Decorative For This Holiday Season

Our new decorative material we call "Diana Grass." You see it in the illustration worked up in the form of a wreath with natural red thistles inserted. The whole makes a beautiful effect.



"Diana Grass" is one of nature's own beautiful products and is going to prove the sensational decorative for the coming season. "Diana Grass" makes attractive and beautifully effective wreathing, garlands, festoons and sprays.

DIANA WREATH

Price, 16 inch, $2.75 each; $27.50 dozen
" 20 " 3.50 " 35.00 "

Write for prices on special sizes.

Diana Grass, Red and assorted colors, $1.75 per lb.



Our New Bulletin

We have just received from the printers our new art bulletin, which is replete with illustrations, descriptions and prices of many of our new numbers, as well as all the standard seasonable decoratives. Many of our own creations are shown in colors giving you an instant idea of how the decoratives actually look and enabling you to order intelligently by mail.

Merchandise Manager

We want every Merchandise Manager to have a copy of our Bulletin No. M-2, which lists a number of items of artificial flowers and decorations which make profitable resale articles, that can be handled in the floral, novelty, or most any department in your store.



One of our many complete Basket Decorations in red and green





Evergreen Wreathing or Festooning

	Per yd.
Plain, light weight	7c
" medium "	10c
" heavy "	15c
Heavy studded with pine cones	20c

POINSETTIA WREATHS

Made of highest grade green Ruscus and velvet Poinsettias

	Each	Dozen
16in. Poinsettia Wreath	$2.50	$25.00
20in. Poinsettia Wreath	3.00	30.00

Write for prices on special sizes

HOLLY VINES

Cloth Holly Vines in green or frosted effect, 36 inches long, 12 leaves, red berries.

Dozen ..... $ 1.25
Gross..... 12.50

S 202. LARKSPUR BASKET

24 inches high, 20 inches spread. Basket finished in Green. Has 24 flowers, foliage and ferns. Colors, red, pink, lavender, yellow and orange.

Price, each..... $5.00

Laurel Wreathing

This is a very effective natural green and gives the genuine Xmas touch to interior trims

Heavy Laurel Wreathing, per yard 15c

A. L. RANDALL CO. 66 E. RANDOLPH ST. CHICAGO

The First Edition of Almost

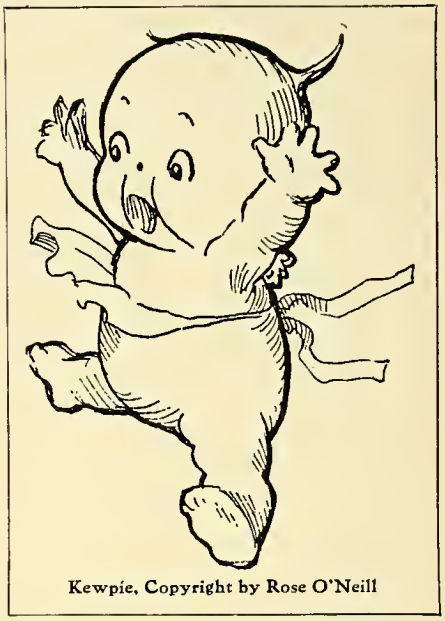
One Million



Kewpie, Copyright by Rose O'Neill

Klever Kards

HAS BEEN SOLD IN LESS THAN TWO MONTHS



Kewpie, Copyright by Rose O'Neill

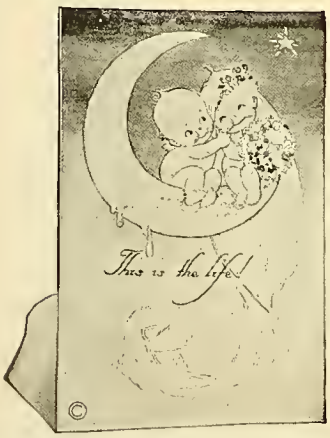
ALMOST

Fifty Thousand Dollars

WORTH AT RETAIL

Some Business!!

Of Course You Are Selling Klever Kards



The "Klever Kard" has the appearance of an ordinary postal but—



The top bends back forming an easel and—



The "Klever Kard" "Stands Up"

Catalog and sample for the asking

Campbell Art Company

Elizabeth, New Jersey



$500.00

In Gold

For Photographs of the Most Attractive and Effective

WINDOW DISPLAYS

Made Exclusively of the Various

"Kewpie"

Creations

12 Prizes in All



For the best display submitted—earning 100 points	$200.00 in gold—	$200.00
For the second best display—earning above 90 points	100.00 in gold—	100.00
For the third best display—earning above 80 points	50.00 in gold—	50.00
For the four next best displays—each earning above 60 points—each.	25.00 in gold—	100.00
For the four next best displays—each earning above 50 points—each.	10.00 in gold—	40.00
To the photographer who makes the photograph of the display earning 100 points	10.00 in gold—	10.00
	Total	$500.00

Photographs of displays will be judged by comparison on four distinct values, and points will be credited according to merit.

Highest attention attracting value	50 points
Highest originality value	25 points
Highest artistic value	15 points
Highest simplicity value	10 points
Total	100 points

Size of the display will not be considered

The awards will be made by disinterested judges including the Editor of *Merchants Record and Show Window* and Officers of the *International Association of Display Men.*

It Is Unnecessary to Purchase Our "Kewpie" Creations in Order to Enter This Contest

If you have not already purchased them we will loan 100 assorted "Klever Kards" and "Kewpie Joy Kalendars" to reliably rated merchants who guarantee to make exclusive window displays of "Kewpie" designs. We will also send without charge large window display signs to assist in creating effective displays.

The various "Kewpie" creations, including our "Klever Kards" and "Kewpie Joy Kalendars," are an acknowledged success, and are the best selling novelties on the market today. An attractive window display will bring you Prestige and Profits.

Displays to be made between October 1st and December 30th

Campbell Art Company

Elizabeth, New Jersey



Plate No. 9049—Thanksgiving Linen Display by Harry B. Wiseman for C. F. Massey Co., Rochester, Minn.

In this window were shown high grade linens and it is this class of merchandise for which this store is best known. The letters forming the word "Thanksgiving" were cut out of light lumber and covered with fringed napkins. The letters were placed upon glass shelves covered with velvet. A window similar to this would be suitable for any season and other appropriate words, such as "Bridal Linens," "Linen Sale," etc., could be substituted.

Outside Cards Barred

CHURCH societies, lodge, lyceum and other cards will be barred from the display windows of Wichita Falls., Kans., merchants in the future as the result of a resolution adopted at a membership meeting of the Wichita Falls Retail Merchants' Association recently, the merchants taking the position that their windows should not be used for anything else than their own advertising. The same resolution has been adopted by a number of other cities and it seems that something of the sort is needed in every town. There are occasionally events that the merchant would like to advertise in his windows. For example: horse shows and other occasions of a social character. However, the merchant cannot afford to discriminate, and the undesirable cards are so greatly in excess of the desirable ones, that it seems a safe rule to bar them all alike.

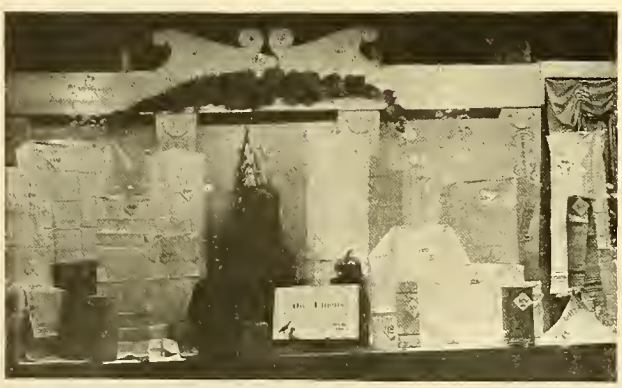


Plate No. 9050—A Thanksgiving Display of Linens by Harry B. Wiseman for C. F. Massey Co., Rochester, Minn.

This window showed an assortment of cheap fancy and plain linens which were all priced. Three pumpkins and several corn stalks were used by way of decoration, the pumpkins having faces cut out showing different expressions. They were lighted from the inside and the eyes, etc., were covered with green and red crepe paper. The pumpkins were placed upon pedestals covered with green velvet.

War and Business

By Walt Mason

One merchant says, "That mighty scrap, which rages now o'er Europe's map, makes things unsettled over here, and so I'm full of doubt and fear. I thought I would enlarge my stock, and paint the store and oil the clock, before war rumors filled the air, but now I feel I do not dare. I'll wait until the war is done before I spend my hard-earned mon."

The shirkers sit around his store, and talk of war and death and gore, but few cash customers draw near—they do not like the atmosphere.

Another dealer, down the street, goes prancing round on active feet. And if you mention war to him, he says, "It's bad, so help me Jim! I hate to think of grown-up chaps engaging in such foolish scraps, all packing weapons in their clothes, and shooting holes through unknown foes. But what I think or what I say about the war will bale no hay. So I keep such reflections out—I have my trade to think about.

"I've planned a corking winter trade, to make all former records fade. I have all kinds of Christmas goods with squeaking dolls, Red Ridinghoods, fine Noah's arks, toy rocking chairs, tin crocodiles and polar bears. The kids will dance around a block when they behold my winter stock. And every day I try to spring some bargain that will make folks sing. The man who buckles down to biz and tries to make things fairly whiz can't all his time and thought devote to France's jinx or Prussia's goat.

"I read war stories when I can, like every other business man; but first I read, and seek the aid, of papers which concern my trade. In them I get the news I need; they help me out whene'er I read; they show me where I ought to gain, and where my efforts are in vain. Last week I read how I should drape my windows so they'd be in shape to draw attention from the throng, and people, as they went along, would stop and look, and then come in and often blow a roll of tin. And that's what I'm in business for; it beats this graft of talking war!"

This dealer's view is safe and sane; a man should occupy his brain with what concerns his business first, and let the wardogs do their worst.

(Copyright, 1914—M. B. Kovnat, Chi.)

A Cheerful Shopper Is a Good Buyer

Smiles and Smilax go together.

What **You** like to see in church and home, **Your Patrons** like to see in **Your Store.**

Hence, in the happy holidays of the Fall and Winter season, the touch of green —the **Evergreen**—is cheerful, artistic, appropriate and appreciated.

Beaven's

Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive.

Write NOW! RIGHT Now.



Southern Wild Smilax and Long Needle Pine

Smilax

The use of Southern Wild Smilax with Long Needle Pine and Magnolia foliage, gives an effect so refreshing—so evergreen—and at such slight cost, that not to use it is extravagant negligence.

ORDER NOW. RIGHT NOW.

If you have never used our evergreens, or do not understand their use or quantities needed, please send me dimensions of your show windows and store front, and I will be pleased to advise you.

Plan your decorations and book your orders early.

Partial List of My Evergreen Specialties.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....$1.00	No. 3.....$3.00	No. 5.....$4.00
No. 2..... 2.00	No. 4..... 3.50	No. 6..... 5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

5-lb. box.....$0.75		40-lb. box $3.00	
15-lb. box..... 1.25		60-lb. box 3.50	
25-lb. box..... 2.00			
		Each	Dozen	Per 100
LONG NEEDLE PINES As beautiful as palms in decorations.	2 ft.	.10c	$1.00	$6.00
	3 ft.	.15c	1.50	9.00
	4 ft.	.20c	2.00	11.00
CHAMAEROPS PALM LEAVES SABAL PALM LEAVES	25c per doz., $2.50 per 100.			
		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS Our native palm plants with their roots removed.	3 ft.	.15c	$1.50	$11.00
	4 ft.	.20c	2.25	15.00
	5 ft.	.25c	3.00	20.00
SOUTHERN GREY MOSS	25 lbs. sack, $3.00.			

Satisfaction (and more) absolutely guaranteed or no money expected Prices are f. o. b. shipping point.

Special Express rates, 25 per cent less than regular merchandise rates.

Beaven's Fadsless Green Sheet Moss, to cover the floors of your show windows, per bag, $4.00.

Prompt Shipment

Edward A. Beaven
Evergreen, Alabama

By Fast Freight Express or Parcel Post

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF.

Young Women! Your Coats and Your Suits. We must have new things for the girl of this day; brand new things—nothing else will suit. Hundreds of lovely new coats ready right now, showing what the new fashions are. Prices start as low as $6.50, but other coats are between $12.50 and $30; 14 to 20-year sizes. Among the new suits there is one at $23.50 deserving of particular mention. It is a broadcloth—lustrous broadcloth in blue, green and black; is made with the new ripple back and pleated skirt. Plenty other new suits, good and sound, $18.50, $20, $25 and $30.

Women's Winter Suits at $16.75. It is a conservative statement to make, that our Suits at $16.75 are absolutely UNEQUALED in style, value and the quality of materials used. They bear the minutest inspection, not only by the women who wear them, but by tailors and expert workers who know all the ways whereby poor or hasty workmanship can be concealed. The satin linings are of unusually good quality, the finishing touches and styles are of the kinds usually found only in higher-priced Suits. The collection includes tailored and trimmed models, of serge, gabardine and broadcloth, in green, garnet, navy blue and black—$16.75.

To the Young Woman Who Asks for a "Best" Suit—"a suit for dress occasions, to wear to the matinee, or to afternoon card parties, or to teas"—we show the new velveteen or corduroy suits. And how they do sell. What with their smart and shorter jackets, the new pleated or yoke skirts, and the rich and lovely colorings—Russian green, tete de negre, blue or black—these new velveteen and corduroy suits are very fetching indeed. Frequently they are fur trimmed or have some little touch of distinction. Prices start at $35 and go on up—$40, $45 and higher if you wish. 14 to 20-year sizes.

A Most Wonderful Assortment of Women's Tailored Suits. This season is unusual in that it is a season of many styles in Women's Suits, instead of any one style predominating. So we have the short, medium length and redingote styles in coats, and yoke, tunic and plaited styles, with their many variations in skirts. All are here, in a stock consisting of thousands of Suits, from which women can choose with satisfaction and profit to themselves.

Women's $10.00 *to* $25.00 *Fine Silk Woists,* $6.75 *to* $15.00. A small collection, consisting of Waists of chiffon, lace, crepe de chine and taffeta—of some only one of a style. A few imported Waists among them. They are in exclusive styles, with trimmings of fine laces, hand-embroidery and gold laces, and are further distinguished with girdles of Roman-stripe ribbon and touches of contrasting color. All in lovely collar effects, with long or three-quarter sleeves.

Broadcloth Suits for Women. Broadcloth has never lost its charm for women. Its elegance, its unsurpassed qualities for tailoring, have kept it among fashionable Suit fabrics season after season. This autumn it is right in the front ranks, and in the face of its scarcity, we have here a wonderful assortment of Suits of this favored material.

100 *Young Women's Suits Special at* $7.50. Some are samples, some are down to one of a kind and from our own good stocks, others are special purchases. In all, it's a little collection of good suits unusual at $7.50 each. Good colors, a number of styles, 14 to 18-year sizes—and an exceptional opportunity if you wear these sizes and have need of an extra suit.

Autumn Suits and Dresses. Women who have a general impression of redingotes and cossacks, long tunics and yoke skirts, will be surprised to find how many variations of these lovely styles there really are, and how many different lengths and lines have been given to these new effects, in order that every type of woman may be becomingly dressed.

Women' Suits from $20.00 *to* $45.00. Our vast stock of Women's Autumn Suits includes every kind and style, and practically every price from $11.75 to $250.00. We cannot describe them all—cannot even mention all of the prices. But we do wish to impress upon the many women who pay from $20.00 to $45.00, the fact that our collection of Suits at these prices is unrivaled.

Women's Smart Serge House Dresses, $5.00. Smart, serviceable Dresses, of serge of excellent quality, and with so much style and good tailoring about them, that many women wear them to business, for shopping and much wear in general. Some have long tunic, some have plaited skirt; all have long sleeves and turn-over collar; collar, cuffs and belt trimmed with black satin. In navy blue and black.

These Crepe de Chine Waists Launder Well. They are ideal for street and office wear, and shopping, because they launder beautifully and wear so well. Among the new arrivals are models strictly tailored or trimmed with lace or embroidery; collar and cuffs of faille silk or black panne velvet. All with long sleeves. Prices, $3.50 to $5.75.

$5, $6 *and* $8 *Trimmed Hats New and Fresh for Today.* Independently of the Millinery Store, we have made investigation and obtained the unbiased criticism of women who shop around for their own advantage, and also of experts in Millinery. The consensus of opinion is very strongly in favor of the $5.00, $6.00 and $8.00 Hats here, as compared with any collection elsewhere at these prices. Ours are almost invariably superior in quality of materials and workmanship as well as in style, and such variety cannot be seen anywhere else.

$10.00 *Serge Dresses at* $8.75. Judged by any or all standards, these WOMEN'S Dresses are unusual, even at $10.00, but at $8.75 they are positively unequaled in value. They combine serge, in navy blue or black, with black satin with good effect. The underskirt, girdle and sleeves are of black satin, the long flare tunic of serge. A decided touch of *chic* is given them by the white pique collar and cuffs, while satin-covered buttons constitute a pleasing finish. An excellent range of sizes—$8.75.

Black and White Blouses All Very New. There are soft chiffon and Georgette crepe, crepe de chine and crepe meteor, black in each case, but the chiffon is made over a white lining. Each one has its vest and collar and some have cuffs also of white crepe, chiffon or organdie. Although there is a decided difference in the styles, one can hardly choose between them on the score of prettiness. The prices are from $8.50 to $16.50.

We Invite Comparison of Our $5, $6 *and* $8 *Trimmed Hats.* For many years we have had the distinction of producing the best inexpensive Trimmed Hats. This reputation has grown to such an extent that today our $5.00, $6.00 and $8.00 Hats are referred to as "famous," and the word is not misapplied, as the thousands of women who buy from this line testify.

Porty Boxes, Hond Bags, Belts—Special. The beginning of autumn finds us ready, not only with a comprehensive stock of smart Hand Bags and Girdles, but with many wonderful values as well. The concessions in prices that have been made us by manufacturers desirous of turning their stock into cash quickly are now turned to the advantage of our customers. Every Hand Bag, Party Box, Girdle and Belt included in THIS SEASON'S STYLE—a fact as important as the savings:

Dress Cottons Are in Demand. Many women prefer dresses and waists made of cotton materials for wear about the house the year around, because of their freshness and lower price. Hundreds of styles here for selection, ranging from sheer Silk-and-Cotton Fabrics, to sturdy weaves of which hard service is expected:

The New Neckwear. The daintiest conceits, the most striking novelties, the delightfully *chic* little affairs for daily wear—these and more are to be seen and enjoyed in the new neckwear. One is tempted to deal in superlatives altogether in description!

New Neckwear Ideas. Latest among them are fetching white silk collars for the Winter coat. There are high rolling styles in white satin or bengaline, others of the satin have high pleatings in the back and a black velvet band, $1.50.

Fine Silk Remnants, 50c a Yard. Without making any distinction as to price, we have taken from our regular stock all the good silks that have been sold down to a few yards of each, and marked them 50c a yard. Every piece is this season's silk, and there are all wanted kinds and lengths—for

Holiday Decorations

For Show Windows and Interiors



Holly, finest crop I've had in years, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed, **$3.50;** one-half cases, **$2.00;** one-fourth cases, **$1.25.**

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases by ***Carter.***

Case No.	1,	$4.50	enough to cover wall space of				600	square	feet
" "	2,	3.50	"	"	"	"	400	"	"
" "	3,	3.00	"	"	"	"	300	"	"
" "	4,	2.50	"	"	"	"	200	"	"

Evergreen Wreathing, heavy grade, per coil of 20 yards **$ 1.00**
" " " " " 25 coils " **22.50**
" " " " " 50 " " **40.00**

Holly Wreaths, made of fresh fancy, well-berried stock, single wound on wire rings.
Per dozen **$1.50**
Double wound (extra fine) per dozen **2.50**

Bronze Galax Wreaths, Magnolia Wreaths, Evergreen Wreaths, furnished at same prices.

Our Wreathing and Wreaths are made by experts, who have 12 years' experience, and are shipped direct to you from Chicago.

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns, per dozen **$2.00**
Chamaerop Palm Leaves, per 100 ..... **2.50**
Sabal Palm Leaves, the large kind, per 100 ..... **2.50**
Mistletoe, well berried, per bushel hamper **2.00**
Gray Moss, for lining windows, etc., per sack of 15 lbs **2.00**
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 square feet **4.00**
Laurel Festooning, heavy grade, per yard, only ..... **.05**

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen **$1.50**
Per 100 ..... **8.00**

Low Express Rates
Prompt Service



If you have used these greens before, you already know their beauty, if not there is a great pleasure in store for you. ***Write for Catalog.***

Orders accompanied with the cash, parties can deduct 5 per cent from the bill.

GEO. M. CARTER, Evergreen, Ala.

dresses, suits, coats, blouses, negligees, petticoats, trimmings and millinery. *Note—In order to be quite fair to the numbers of people who will want to take advantage of the remarkable savings offered here, we ask that those who buy will be kind enough to take no more than they really wish to keep.*

Black and Colored Dress Goods. Women are eagerly choosing materials here these days for suits, skirts, coats and dresses, and not only find it pleasant, but profitable, also. Black and navy blue predominate this season but other colors, such as browns, plum, wistaria and bottle green, are represented in innumerable weaves. Plaids and striped materials are favored, especially for combination with plain materials. Autumn and winter favorites:

Sample Undermuslins. Just sent us by a manufacturer who makes especially dainty and pretty garments. There are nightgowns, combinations, corset-covers and petticoats, all less than they ordinarily cost.

Autumn and Winter Underwear for Men, Women and Children. We now have the greatest stock of Underwear that we have ever gathered together, and it is rather surprising to many customers that prices are LOWER THAN LAST YEAR on so many of the imported lines. While they know that reductions were made in the tariff, they naturally suppose that the European war would make it difficult to get the goods. But many of our imported lines were shipped early, and many others (especially from Switzerland and England) have come since the war began; and YOU GET THE BENEFIT of the lower cost to us. Depend upon best value here, in both American and imported Underwear:

Cloth Hats for Men. Samples of $2.50 *to* $3.50 *Grades* $1.00. We have just received the entire sample line of Cloth Hats from the best maker of this kind of headwear in New York City. Carefully made—for you must remember that these Hats are the pick of this manufacturer's products—from worsteds and cheviots in the new Balmacaan patterns that go so well with overcoats of that name. The attention of critical men is called to the manner in which these Hats are finished—sewed throughout with silk, and with silk linings—$1.00.

Manufacturers Have Been Forced to Sell Overcoats Because Men Have Not Yet Been Forced to Buy Them. We have several hundred Overcoats to be sold at very much less than intended, or than would be possible, but for the fact that manufacturers have been obliged to turn them into money at a loss, on account of the continued warm weather of the past six weeks. Thus far you have not been forced to wear an Overcoat, BUT YOU WILL NEED ONE—SURE. *See these—*

Now for the Last of the Men's $5 *and* $7.50 *Balmacaan Coats.* We found a way to get a large lot of men's weather-proof Balmacaan coats (resembling expensive light overcoats) at very low prices, and have sold several thousand at prices running from $5.75 to $11.75, according to the quality. They are in cloths similar to tweeds and rich Scotch plaids, are cut in the sweeping, wide-skirted style of the English country-wear coats, and are wonderfully popular. About 280 remain, and as THERE WILL BE NO MORE of the same kind, they are all to be cleared out today at two prices—$5 and $7.50.

Boys' Suits Special—$4. A splendid little lot of good, warm cheviot suits in Norfolk style to sell at a special price. Not only are the coats good and heavy, but the trousers as well as the coats are lined throughout; seams are taped inside, and every precaution is taken to make the suits long-wearing and durable. They are in good, new Winter patterns, and for boys 8 to 18 years.

New Fancy Half Hose. More in demand this year than ever, since trousers are not quite so long. Some men are as particular as to hose colors as they are about necktie colors. Fine goods, from America, England and France, come in silk at 50c to $6; in lisle at 25c to $1.75, and in wool at 37½c to $3; including the British sport socks. Long golf stockings are $1 to $5.

"Ribbed Underwear, Please!" A request heard constantly nowadays in our Underwear Store. Cooler days, forerunners of more severe weather to come, have brought thoughts of warmer Underwear, uppermost in the minds of fore-sighted men and women. Just now our stocks are complete; PRICES WERE NEVER LOWER, and some well-known imported grades are lower-priced than ever before:

Now Men Will Want Ribbed Union Suits. For more and more men are learning of the comfort and warmth that can be derived from Ribbed Union Suits, during the colder months. We show complete lines, from the best makers:

Good News of Good Gloves. All kinds of Gloves in our stock today, whether imported or made in America, will probably be higher in price when we re-order. Why, then, are we selling high-grade, seasonable Gloves at special prices when, by selling them at regular prices, we could increase our profits? Simply because it is our policy to share trade-benefits conferred on or obtained by us, with our customers—that's the story in a nut-shell:

Fine Shoes at $4. Several hundred pair that were made to sell for half as much again, and came our way by an accident of trade. They include patent leather in both button and lace; black glazed kidskin, and black and tan Russian calfskin, in lace styles.

Good, Warm Blankets Still Coming in. As this is being written, the lids are being lifted off new boxes of double-bed size blankets, wool-filled, cotton-warped (which means that they are 80 per cent wool), to sell at $5 and $6 a pair, according to the fineness of the wool. We have proven beyond a doubt that there are no blankets in Philadelphia similarly priced that compare with these. On the other hand there are blankets, and plenty of them, woven of 80 per cent cotton, which are sold for the same prices as these blankets of ours in which the proportioning of the materials is so much more to the customers' advantage.

Women's Frieze Utility Coats at $25 *and* $30. Big, loose, comfortable garments, as good for automobile as for street wear. One style has huge pockets and buttons high at the throat; another is very full-skirted and has plush collar and buttons; and still another has velvet collar, cuffs and pockets. Colors are brown, oxford and black. Other coats are arriving by the hundreds—some dignified styles of broadcloth at $35 and $37.50 among them.

American Porcelain Dinner Sets at $12.50. Of all the porcelain sets we have ever seen, these come nearest in fineness and lightness of body to real china sets. They are specially priced at $12.50 a set because the pottery bought the "decal" or pattern sheet below the usual value. There is a choice of six border decorations, the number of pieces in each set being 98, bread and butter plates being included instead of individual butter dishes.

Why Our Prices Are Lowest. The price of whatever you buy is the summed-up cost of the raw material, labor, supervision, transportation, handling and housing of cost of doing business. The store that can bring merchandise from where it is produced to where it is used, most directly and most economically, should be able to sell at lowest prices. We believe our prices will be found to be the lowest in this city for most of the various kinds of standard merchandise sold here. The quantities distributed are such as to justify collection directly from the original sources of supply, securing not only the utmost penny of advantage for quantity purchased, but economy of packing, shipping, accounting and selling expense. On some lines, especially of imported goods, it is not unusual to find our retail prices as low as the prices paid to wholesale distributors by some other stores. Our OVERHEAD CHARGES ARE LOWER than those of any establishment we know of that handles similarly large quantities. There are no vistas of unused space; no wasted energy; no place where three men are doing the work of two. Every modern appliance is used, from computing machines and time-saving accounting and checking systems to the automatic parcel conveyors. Just now, when so many things are needed, it is well to be SURE that you get good merchandise at the right prices.



KEMPF CUTS GET ATTENTION!

EXCLUSIVE ADV. SERVICE

For Clothiers and Furnishers

Write for Prices

KEMPF VAN DRESSER CO.

32 West 28th Street - - NEW YORK

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Holiday Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Write for Samples

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



Training Makes Men *Equal*

Every Man Can Succeed In Some Line of Work

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at whatever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools
Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Stenography	____Civil Service Exams.
____Banking	____Chemistry
____Commercial English	____Automobile Running
____English Branches	____Agriculture

Name_____

Street and No._____

City_____ State_____

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California Display Men Meet

On Friday evening, September 25th, the California Display Managers and Window Trimmers Association held their usual semi-annual banquet during the Fashion Show. The tables were tastefully decorated and a unique idea used, miniature show windows decorated very tastily, formed the table ornaments. Miniature wax figures were placed in these backgrounds, with miniature flower baskets, vases and jardinieres serving to trim the windows. There were twenty miniature wax figures and twelve backgrounds, each in a different design and color scheme. They were placed at intervals of three feet apart along the large tables, which were strewn with asparagus ferns and natural fall flowers. The tables were decorated by Paul Lupo and Geo. Twitchell. The speakers of the evening were:

R. L. Hollis.
J. Cooke.
D. H. Jones, assistant manager Bullock's, Los Angeles.
R. W. Stutzman, assistant sales manager Hamberger's Los Angeles.
J. F. Wilson, president Ad Club, Los Angeles.
H. Fink, buyer New York Store, Los Angeles.
R. A. Baker, manager C. H. Baker Stores, Los Angeles.
B. E. Price, sales manager Enid Firth Co., Los Angeles.
Oscar A. Torode, L. A. Apparel Gazette, Los Angeles.

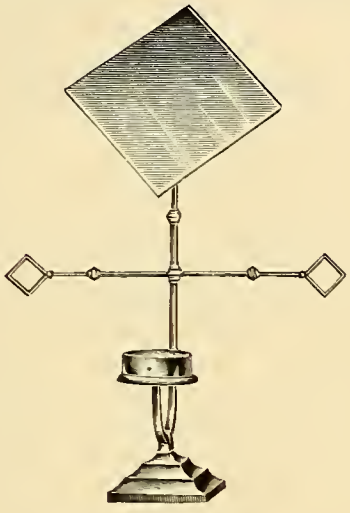
The Angel City Quartette furnished music, their opening song being "My Heart Is Way Out in California." After the opening addresses, President Kupfer called on two members of the association who visited the East in August, also the convention in Chicago, J. W. Walters and Harry Heim. Mr. Walters gave a very fine talk on the East compared to the West and the cordial reception given him in the East. Mr. Heim made a few remarks in regard to the convention and a short up-to-the-minute talk on co-operation. The attendance at the banquet was excellent, numbering 103, and breaking all previous records of display managers' banquets.

This association is but six months old, and has done wonderful work in that time, and has a large membership, having eighty-two members in good standing, including some real artists, who at one time toiled in the East but are now figuring largely in the uplifting of their craft in the Golden West.

The Fashion Show was a great success this year and displayed taste that was never equaled before. The trimming throughout was purely a merchandise show, windows all over the city were carried out to color scheme, one of the largest stores in the city bought merchandise especially for the windows, all to match, including ladies' dresses, silks, ribbons, silk underwear, footwear, handbags, hosiery, perfume, etc., to the extent of twenty thousand dollars. Similarly a dozen other stores purchased



BANQUET OF CALIFORNIA DISPLAY MANAGERS AND WINDOW TRIMMERS ASSOCIATION.



No. 232N

Palmenberg NEW YORK

New Stands

We have increased our line of metal display stands for merchandise in general. This one is a happy hit for haberdashery happenings. Others equally interesting.

Do you get our catalogues? If not, why? Write for them.

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

On or before February 1, 1915 Palmenberg moves the New York office and salesrooms to the Palmenberg Building, which is in the very midst of everything

smaller amounts especially for the windows. There were a number of black and white displays included in the show which were indeed very striking.

The display managers of Los Angeles and Southern California extend a special invitation to all display men attending the fair to visit Southern California and spend a few days in Los Angeles and we will take care of you and see that you will have a pleasant time while here.

"Education Night"

At the last meeting of the Greater New York Display Men's Association, it was decided to have the entire membership of the Greater New York Local act as a reception committee to welcome visiting display men, merchants, and retailers attending the 1915 convention.

A. E. Hurst, Chairman of the Arrangement Committee



ONE OF THE MINIATURE DISPLAYS AT THE LOS ANGELES BANQUET.

for the I. A. D. M. and the G. N. Y. D. M. A., has offered an idea which promises to prove popular with all locals in securing a full attendance at the regular meeting. This consists of a meeting to be known as "Educational Night." Aside from the talks and demonstrations, which will be of an educational order, a number of manufacturers who have something to offer in the way of educational literature, aside from the catalogue, will furnish their booklets to all members in attendance. In other words, those who attend the local meeting on Educational Night will return with a suit-case full of practical suggestions for their future use.

The first Educational Night will be known as "Background Night." This will be followed by "Fixture Night," "Lighting Night," "Drapery Night," etc. Any Display Men visiting New York are always welcome to meet with the New York Local during their regular sessions, which are usually held the fourth Thursday of each month.

New York Banquet

The Greater New York Display Men's Banquet and Cabaret, given to celebrate the victory in securing the combined convention of the International and Canadian Display Men, was successfully held on Thursday, October 22d.

The features of the evening were a stereopticon lecture on Christmas displays, given by E. D. Pierce, Chairman of the Executive Board for the International and Display



NEW YORK DISPLAY MEN'S BANQUET.

Manager for Sibley, Lindsay and Curr of Rochester, N. Y. Also the official story-teller of the International Association, Mr. W. J. Radigan, with the Carter Ink Co., Boston, Mass.

This event was well attended and much enthusiasm was shown towards making the 1915 convention one of the greatest successes from every viewpoint.

Two "I" Local Meets

Members of the "Two I" local of Window Trimmers of Galesburg, Ill., and Burlington, Ia., enjoyed a most successful banquet and business meeting on Thursday evening, October 16, at the Elks' club in Galesburg. A five course dinner was served the guests at 6:30 o'clock. The tables were beautifully decorated for the event, red roses being used in profusion.

T. W. Wanamaker, president of the local, presided over the meeting following the banquet. Mr. Wanamaker and other speakers urged the closer association of members and a greater frequency of meeting for the study and consideration of the technical points of the profession. Addresses along similar lines were made by Fred Weller of Burlington, Martin Erne and Dick Blick of this city, and Seward Long and L. B. Slater of Burlington.

The standing committees for the organization were appointed by President Wanamaker.

A campaign for enlargement of the membership of the local and the extension of its interests to Kewanee, Monmouth, Canton and other surrounding towns will be begun at once and an effort will be made to work the enrollment up to seventy-five or one hundred.

Report By A. E. Hurst

While the next convention, to be held in New York, is many months away yet the programme committee for the I. A. D. M. have already begun their work by securing most desirable accommodations for the next meeting in August, 1915, at the Waldorf-Astoria Hotel. The magnificent grand ballroom in this building will be used for the convention meeting and banquet. The size of this room is one hundred feet square and forty feet high, has twenty-five first tier and eighteen second tier boxes. On the ceiling is a painting by Blashfield, and is believed to be the largest single canvas in the world. The room has a special lighting and ventilating plant and the acoustic properties are very fine.

Directly adjoining the grand ballroom is the west foyer, which will be used for reception and registration rooms. Leading from this is the Astor hall, myrtle room and other rooms which can be thrown into one large exhibition palace and will give ample space for about eighty booths. One great advantage that this convention will have over any previous convention is the fact that all the convention rooms are on the second floor and within easy access to the street.

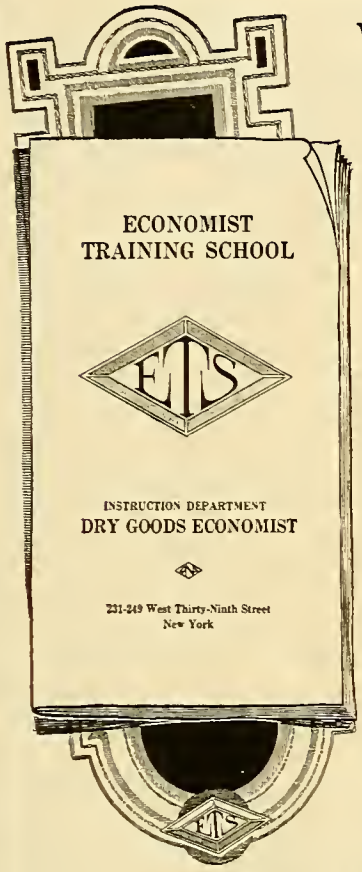
Special rates have been secured for the convention dates to all of those in attendance. Six hundred rooms can be secured at the following rates: $2.00 per day for room, with bath $3.00 per day. These rooms are elegant in their appointment and the charges for these accommodations during the winter season run from $4.00 to $10.00 per day.

These concessions were secured with the understanding that the I. A. D. M. will be put to no expense for the exhibition and convention halls. It is understood, however, that the banquet on Wednesday night is to be held at the Waldorf-Astoria. This will mean a slight increase in charge for the banquet over previous meetings; however, the entertainment features which will be supplied at that time will far offset any additional charge. In fact, it is the object of the programme committee to make this convention of unusual entertainment and educational value.

One feature which has already been decided upon is that of a Merchants' Day, which will probably be held on Tuesday. At this time all the demonstrations, talks, etc., will be equally interesting to merchants and buyers who may be in the market, and it will give the display man an opportunity to invite his proprietor to the convention so that he may form a better idea of the calibre of men who make up the I. A. D. M.

Arrangements are now under way to secure prominent retail merchants to address the display men on this day. By such an arrangement we believe that proprietors generally will more fully appreciate the value of the convention meetings and that they will be more apt to consider the expense of sending their display men to the convention as a most profitable investment. At the last meeting of the Greater New York Display Men's Association it was decided to have the entire New York local act as reception committee during the convention dates. Taking all of these points into consideration, the programme committee can report much progress towards making the next convention a great success.

OVER-ENTHUSIASM is a serious fault in a salesman. In these days there are very few who expect to get more than they pay for in any store, yet there is a type of salesman who has the habit of praising up his merchandise to such an extent that the customer is led to believe he has secured a rare bargain. This is a form of misrepresentation that is foolish and unnecessary.



We Want to Send You Our New Books

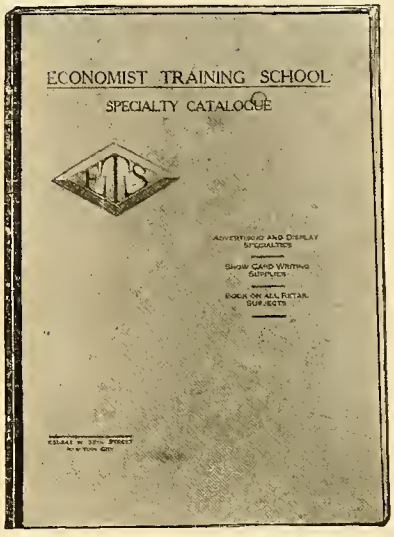
Every man interested in display, advertising or salesmanship, should know about the E. T. S., because it is one of the big factors in the development of these professions.

And, we want you to get your information first-hand, so that when anyone asks your opinion of the E. T. S. you will know all about who we are and what we have done.

If you are contemplating a course in any of the lines we teach, you should see this book sure before going further.

You ought to know the plain facts we have put into it. But, you will not place yourself under the slightest obligation by writing "Send me the Book" on a postcard, with your name and address, or fill out the coupon.

We will mail your copy with our compliments, immediately.



The New E. T. S. Specialty Catalogue

Our new well illustrated catalogue of retail specialties is now ready, containing advertising, window display, interior decorations, exterior decorative ideas and suggestions. Also complete lines of show card writing supplies. Over 150 books on all retail subjects.

If you desire one of our supply catalogues, fill out the coupon and check boxes.

ECONOMIST TRAINING SCHOOL
239-245 W. 39th St. Advertising Salesmanship Window Trimming Show Card Writing **New York City**

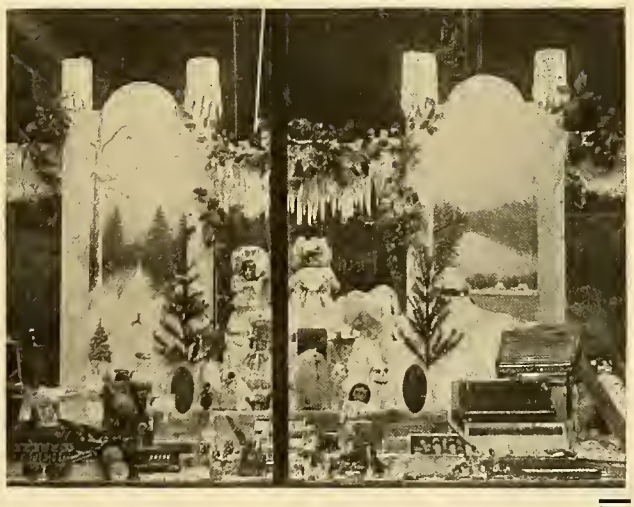
☐ Send School Catalogue to ☐ Send Supply Catalogue to

Name.. .....Address .....

Holiday Trims

MADE ATTRACTIVE BY USING

Compo Board



Compo-board is what you must have this season for the proper working out of some feature of your holiday scheme, whether for the window or interior. Thousands of display men find **Compo-board** indispensable. It can be used in hundreds of different ways.

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about **Compo-board**. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA

Say "Display Man

AT the recent and very successful seventeenth annual convention of mercantile window display men, held in Chicago, numerous and important new movements were enthusiastically considered and decided upon, each naturally looking to the promotion and advancement of the organization and the elevation and standardization of the profession of window displaying.

In the first place, a new name was selected—The International Association of Display Men—a shorter and more comprehensive one that the old title of International Association of Window Trimmers. Right away it signified the inauguration of drastic reforms. No longer is the organization's membership restricted to the managers or heads of the window display department, but it is thrown open to his assistants as well as those generally engaged in this phase of the science of advertising.

At the same time and further illustrating the importance and far-reaching effects of the association's latest endeavors, is the campaign being urged against the improper use of the words "trimmer" and "dresser." True, the successful window display man, he who would and does accomplish beautiful and artistic window displays, must "trim" and "dress" both extensively and cleverly. But he is more—he is a display man. Popular usage of the words have, of course, brought them to be recognized generally as the name of the profession and its members.

This, then, is the enormous task confronting the association, its officers and hundreds of members—to forthwith and forever eliminate the "trimmer" and the "dresser" and in its place introduce the name "Display Man." In advocating this change the association is fully aware of the enormity of the task undertaken, but with general co-operation no serious opposition is anticipated in eventually and completely stamping out the words. We must, of course, have the co-operation of every member; he himself must adopt it at once, preach it and teach it, and on every possible occasion encourage its use by others. Then, too, there are the manufacturers who have to be brought into line, but they, like the magazines, newspapers and periodicals, should readily and willingly join with the association. They can do much to help the good work, and once aware of the campaign, should before very long become thoroughly familiar with the "Display Man" idea.

I should like to cite one instance wherein excellent work might be accomplished almost immediately, namely, in the usage of ordinary business cards. As an illustration, when at the Chicago convention, I received from fellow members, probably dozens, if not scores, of cards, on which was the old style Mr. So and So, Window Trimmer, or Mr. So and Co. Window Dresser. Now think what a great stride would be made at the very outset if these obsolete cards were relegated to the waste paper basket and Mr. So and So, Display Manager or Window Display Department, substituted in their stead.

Then again there are the window display schools; they use the "trimming" and "dressing" appellations in their advertising and publicity, but like the display man himself they should readily appreciate the advantage of adopting the new style. But as I said before, in order to effectively stamp out the words we must have co-operation in every sense of the word. The profession is worthy of higher recognition and the display man himself of more fitting appreciation.

Regarding the association itself I think its showing is one of which every member may well be proud. Much has been done in the past to bring the profession into the prominence, realization and consideration of it merits, much more is being done today, yet even greater things are promised for the future. The association's territory is unlimited; it includes the entire world as its workshop, but vast as that sounds and really is, it seems none too big a proposition for the association properly and profitably to handle. The success with which new districts are being constantly and consistently brought into our fold and developed up to standard, encouraging results attending our efforts everywhere and extensive plans for future advancement all go to emphasize the very conservative nature of these statements.

It is very encouraging, I am sure, to each and every one of us to see and realize the growing importance of window display—and its growing improvement. No store today, big or small, can well afford to omit this feature. It goes hand in hand with the best advertising and selling systems, and, like every other trade, profession or science, is always capable of improvement and betterment, which should be the aim of every "Display Man" just as it is the aim and object of The International Association of Display Men.

A. W. LINDBLOM, First Vice-President.

A QUESTION BOX for local associations of the I. A. D. M. ought to prove useful. Members could hand their problems in to the secretary, who in turn could distribute them to members who are able to answer them. The answers could be read before the regular meetings.

THE NEW DANCES are taught free at the store of Bernheimer Bros. in Baltimore. A couple of professional dancers are on hand in the restaurant from 3 to 5 o'clock and any one who cares to receive instruction will be given it free.

Timely Trims

There's always some occasion—like Yuletide—that adapts itself to a special window display. It's originality that sells the goods, but often a man is too busy to work out his inspirations. By using BEAVER BOARD you place yourself in a position to take advantage of other people's ideas and go them one better. We know what others have done with this material, and will be glad to tell you what you can do.

Read the particulars in our free booklet "BEAVER BOARD for Window Trim."

The Beaver Board Companies

United States: 327 Beaver Road, Buffalo, N. Y.
Canada: 527 Wall St., Beaverdale, Ottawa.
Great Britain: 4 Southampton, Row, London, W. C.

BEAVER BOARD

TRADE MARK

SHOW CARD HELPS FOR XMAS



The above illustrates in reduced size the six sizes of Koester Kolosal Pens and the Penholder with Ink Retainer

Koester Kolosal Pens Complete Outfit

This is the very newest, least expensive and most practical device for doing pen lettering. The Koester Kolosal Pen comes in six sizes ranging from heavy hairline stroke up to a stroke as large as is made by a No. 8 brush.

We have arranged a complete outfit consisting of six Koester Kolosal Pens, one special penholder equipped with an ink retainer.

Anyone can do much quicker work with this pen than with any other pen or brush. This means a big saving of time on large quantities of show cards. Price of complete outfit..... $0.35

KOESTER KARD KOLORS

In the New Unbreakable Metal Bottle

This, the most perfect show card paint, combined with the only real, practical container, makes it the most desirable for all show card work.

The Metal Container insures you against breakage in shipment, thus you are guaranteed against any loss. This is a serious objection to glass bottles.



Koester Kard Kolors in Metal Bottle.

The New Screw Tops keep the contents from evaporating and solidifying—you also do not have to bother with broken corks, etc.

The Unbreakable Feature saves you the annoyance of breakage common with glass bottles when the color is accidentally knocked off your desk. Comes in all colors.

PRICE—2 oz. metal container, each..... 15c
1 doz., assorted colors..... $1.50

This Metal Container costs no more than glass bottles.

Get Our Big Card Writing Supply Catalogue. Printed in Colors.

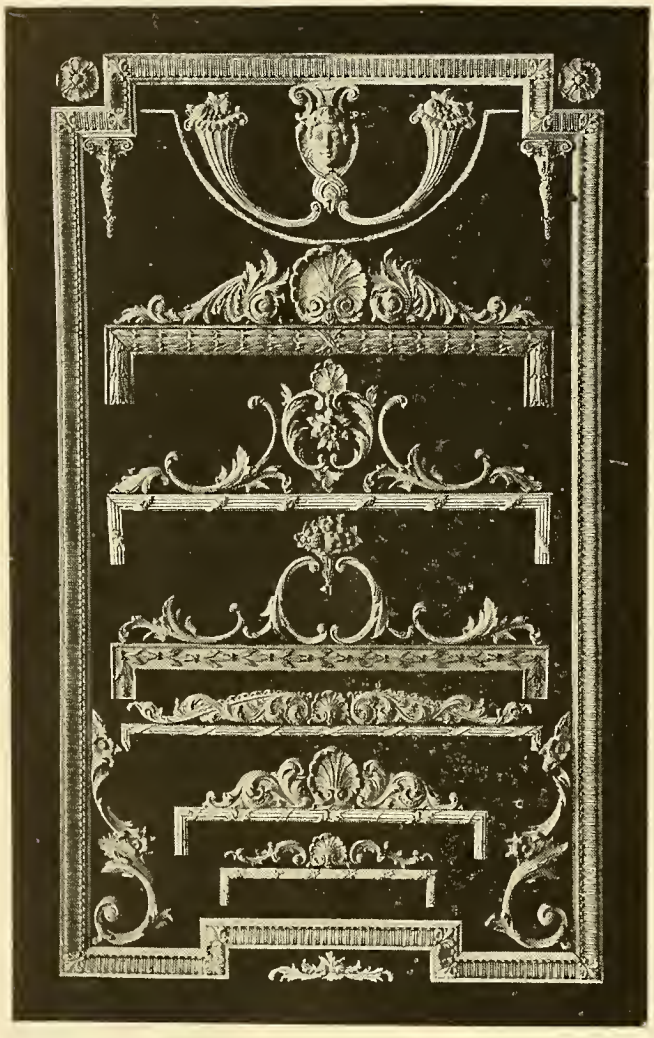
THE KOESTER SCHOOL (Card Writing Supply Dept.) 215 S. Market St. Chicago

For Our Advertisers

Lignine (Wood) Carvings

We feel confident that readers of this journal will be interested in the tasty Lignine (Wood) Carvings illustrated here, as they are practical designs for screens and backgrounds. Lignine (Wood) Carvings being practically unbreakable, make a very economical trim, and that they are easily attached and finished is another strong point in their favor.

The manufacturers will ship the initial order of Lignine (Wood) Carvings with the understanding that if the carvings are not satisfactory in every way, they can be returned within ten days at the expense of the manufacturers. This shows their confidence in their carvings, and it appears to be an exceptionally fair and square proposition.



While window trimmers can get along without a catalog of Lignine (Wood) Carvings, we recommend all of our readers to send for it. Catalog and sample for the asking.

Holiday Decorations

An exceptionally interesting catalog of flowers for holiday decoration has just been issued by Frank Netchert. This house imports and manufactures an extensive line of flowers, foliages, plants and other decorative material. The new catalog has many illustrations in the exact colors of the originals so the decorator can make his selections from this book as accurately as he could pick out the flowers in the Netschert display room. The book is now ready to distribute and a copy will be sent to any window trimmer or merchant who asks for it.

Flowers for Decoration and Resale

Every window dresser and most merchants will find much to interest them in the new "Bulletin of Artificial Floral Decorations" that has just been issued by A. L. Randall Co. of Chicago. It is a beautiful book showing a remarkably fine collection of artificial flowers, plants, ornamental baskets and boxes and a great variety of other decorative specialties adapted to show window and store decoration as well as to resale.

The firm of A. L. Randall Co. is one of the largest dealers in cut flowers in America, and is the largest dealer in florists' supplies. This firm has been in business for nearly a quarter of a century and is well known from one side of the country to the other. For a number of years the A. L. Randall Co. has been doing a considerable business in flowers, preserved foliage and other specialties for store and window decoration and the beauty and excellence of their products, combined with splendid service and reasonable prices, have caused such a rapid growth of this department that it has been found necessary to reorganize this branch of the business so that it can be conducted upon a much larger scale.

Complete modern equipment has been installed for the manufacture of a full line of domestic decorations and for the assembling of imported flowers and foliage. This includes a factory for making ornamental baskets of every description. Decorative baskets have become highly popular during the last year or so, and the Randall Co. has a surprisingly large variety of handsome designs. These baskets are worked up with modern machinery from the raw material and can be supplied in special designs to order.

The artificial flowers produced by this company are as perfect as art and scientific workmanship can make them. In formation and tinting they are accurate reproductions of the natural flowers of which this firm sells such immense quantities. One of the commonest complaints of the American window decorator has been that the flowers sold by most dealers are inaccurately made. The flowers are distorted and frequently the wrong foliage is used. It is nothing uncommon to see poinsettias with chrysanthemum foliage, or roses blossoming from hollyhock stems. Such mistakes will never be found in Randall flowers. Having handled natural flowers for more than twenty years, this firm is now turning out a line of artificial products that are so close to nature that only a careful inspection will disclose the difference.

A feature of the Randall catalogue that will appeal to the practical merchant is the very complete assortment of decorative specialties designed for resale. While admirably fulfilling the requirements of the window and store decoration, these designs are of a character that makes them readily saleable for home decoration. Thus they may be used to decorate the windows and afterward can be sold at a profit. These specialties consist of baskets filled with flowers, ferneries, plants, novelty trees, etc. Most department stores handle such decorations through their china, millinery or novelty departments. Such decorations, being comparatively inexpensive and highly attractive, find a ready sale at a good profit the year round.

The artificial flower department of the A. L. Randall Co. is under the efficient management of Mr. George Husmann who understands fully the requirements of the American display man. For a number of years Mr. Husmann has had wide experience in making up special designs for many of the leading display men of the country. In this way he has accumulated a great many practical ideas as to high class window decoration.

The "Bulletin of Floral Decorations" will prove a revelation to the average display man. It is beautifully printed and many of the illustrations are in full color showing the flowers in all of their handsome colorings. It will be mailed promptly upon request and should be on the table of every display man. Merchants, too, will find it of equal interest on account of the resale goods. In addition to the large mail order business done by this firm, a force of seventeen traveling salesmen is maintained, and Randall service may be depended upon as being up to the high standard of Randall products.

LYCOPODIUM

What is "Lycopodium"? you ask. "Lycopodium" is a species of evergreen. Ours is the natural preserved, fireproofed and everlasting. It is light green in color. "Lycopodium" lends itself very readily to the ingenuity of the Display Man for making Garlands, Festoons, Roping, Wreaths, and for hundreds of other decorative purposes for the window and interior. Great for a fireproof Holiday Decorative.

Send for free sample of "Lycopodium" and prices



Am. Prepared Natural Oak Leaf Wreath with Red Velvet Poinsettia

American Prepared Beech and Oak Sprays

New fresh stock grown in this country. Fireproofed and prepared by our own special process; lustrous, soft and pliable; comes in Cherry Red, Golden Brown, Tan, and Natural Green; sold by the branch or spray.

Oak Wreaths

Leading window trimmers are using many of our natural preserved Oak Wreaths, 18 inches in diameter, green with a red velvet Poinsettia in the center, also any of the other colors.

Ruscus

We are well stocked on "Ruscus" in all colors. Our product is all new and fresh, and in bright colors with a lustre not to be found anywhere else. Do not confuse our "Ruscus" with the dead-looking and brittle stuff you may have seen.

Write to us for prices, giving name of your jobber, please



American Prepared Natural Oak Leaf Spray

OSCAR LEISTNER, 319-321 W. Randolph Street, Chicago

Sales Agent for Ove Gnatt, Hammond, Indiana, Preparer of Natural Foliages



A Name That Attracts Trade

Men of America are familiar with **"Kady Suspenders"** to the extent that dealers who display them find ready sales and quick profits.

The "Double Crown Roller," a patented device concealed in the back, permits them to adjust easily to the slightest motion of the wearer.

"Kady Suspenders" allow you to stoop or lean in any position without chafing the shoulders, straining the buttons or pulling the trousers uncomfortably. No complicated straps that twist, or cords to run off the pulleys.

Made of the finest quality of elastic webbing in many handsome patterns, and every pair is guaranteed to the user.

Retail at 50c and 75c
Prices to Dealers
$4.00 and $4.25 the dozen

The Ohio Suspender Co.
Mansfield, Ohio
Makers of all kinds of Suspenders, Belts and Garters

Salesman or catalogue sent on request o ask your jobber.

A Special Sale of High Grade Display Fixtures

Beginning with the present month we have inaugurated a new system of selling display fixtures, that will meet with the hearty approval of every merchant and display man.

Everyone knows that one of the greatest expenses in the display fixture business lies in the great cost of selling by means of traveling salesmen. The cost of selling in this way amounts to at least one third of the selling price.

In the future we will eliminate this expense as much as possible by selling *direct to the customer* by mail. The saving made in this way will go to our customers.

Each month we will issue a large circular showing seasonable fixtures at greatly reduced prices.

Everything advertised in these circulars will be fully up to the highest possible standard and the "Great Western" guarantee will stand back of every piece we ship out. Anything that does not open up, fully equal to description may be shipped back to us at our own expense.

OUR FIRST SPECIAL PRICE CIRCULAR will be ready for mailing November 10th.

Send for it now

Great Western Fixture Works

616 Medinah Building, Chicago, Ill.

New Show Case Reflector

A new reflector for show cases has just been put on the market that is entirely different from anything of the kind that had been offered previously. It is a product of the Curtis-Leger Fixture Company of Chicago and is called the Scoopette. The Scoopette is a remarkably efficient little reflector that will be quickly appreciated by every merchant because of its many obvious advantages. One of the chief objections to most show case reflectors has been that they obstruct a view into the case. This objection is overcome in the Scoopette which is so small that there is practically no obstruction of view.

Here are some of the advantages of the Scoopette. It gives even and efficient illumination, with complete concealment of the lamp. It has a low current consumption and maintenance. It produces the smallest possible amount of heat in the case. The cost and expense of illumination are very reasonable. There is absolute safety from fire risk. The equipment is complete from floor outlet to the lamp.

The accompanying illustration shows how efficiently the Scoopette illuminates a case. It will be noted that the distribution of light is perfect. This reflector takes the standard round bulb candelabra base 15-watt, G-16½ Tungsten Mazda lamp. To keep the unit as small as possible, a special porcelain socket is used. The socket



CASE LIGHTED WITH SCOOPETTES.

lamp and reflector are all contained in a neat brass housing which does not extend lower than approximately four inches from the top of the case. This unit, occupying about three inches in width, can be installed in any required spacing connected by neatly designed and unobstructive fittings and ⅜-inch brass tubing which is practically invisible. Differing from many other appliances, the Scoopette is invisible to the customer in front and the salesman behind the case.

Although the Scoopette is just out, it has had a phenomenal initial sale. Everyone in the market for show case light, and who has seen it, has ordered this appliance. Klee Brothers of Chicago have 114 Scoopettes and complete equipment and Schuster's two department stores in Milwaukee have 1,800 Scoopettes and fittings for show and wall cases.

Tests made by illuminating engineers in the Schuester store in Milwaukee showed that in this installation an immense annual saving will be made, with better illumination. As compared with another form of reflector a saving on the initial order of lamps will amount to approximately $800. The annual saving on lamp renewals was estimated to be about $1,200 and the annual saving on current was shown to be nearly $1,400. This makes a considerable saving each year. Considering the many advantages of the little Scoopette, it is safe to predict for it a tremendous sale.

Mechanical Displays

For Christmas windows there can be no greater attraction than a good mechanical display. It will get attention when a stationary display would be passed by without a glance. There is something about the moving display that compels attention and brings the pedestrian to a halt before the glass. One of the difficulties as to mechanical windows in the past has been that the display man could not secure the proper mechanical appliances needed, and the home-made ones almost invariably broke down as soon as they were started.

There is now on the market an excellent line of revolving display tables and other mechanical appliances for use in moving window displays. This line is manufactured by Winfield H. Smith of Buffalo, N. Y. This concern issues an interesting folder showing a number of devices that will meet the requirements of show window display. It will be sent upon request.

A Christmas Flower Book

Display men who have seen them, wait impatiently each season for the beautiful and practical "Flower Books" issued four times a year by the Schack Artificial Flower Co. of Chicago. These books are different from any of the catalogs published by the various flower houses. While the Schack books show each season a wonderful variety of new decorative specialties, they are essentially books of instruction. They contain not only the pictures of the flowers and other novelties, but also numerous illustrations showing how these decorative materials can be used to secure the best results.

A special decorator is employed at the Schack Studios, whose sole work consists of making up designs to be photographed and later used to illustrate the Schack Flower Books. The Christmas Flower Book is an especially interesting one. Mr. Schack says it is the best he has ever printed, and that is saying a good deal. At any rate it is a mine of new and practical ideas for store and window decoration that every window man should have. The ideas shown in this book will be reproduced in the windows of hundreds of leading stores this season. Those who have not received Schack's Christmas Flower Book may have one sent free upon request.

A Fine Fixture Catalog

An exceptionally good catalog of display fixtures of all kinds has just been issued by the Norwich Nickel & Brass Co. of Norwich, Conn. It is a fine example of modern book making and is very different from the average fixture catalog. The paper and illustrations used are of the highest character and the cover will appeal to every merchant or display man. Another feature that will be appreciated is the way in which it is put together. Instead of the customary wire side stitching, it is sewed in the same way as the most expensive books. This makes it possible to open the book fully at any page and it will remain as opened without placing a weight on the leaves as is the case with most catalogs. The greatest value of this catalog, however, lies in the practical information contained therein. It is filled from cover to cover with pictures and descriptions of the famous Barlow line of display devices, which will interest everyone who has to do with the display of merchandise. Merchants and display men should write for this valuable book.

Baumann's Christmas Catalog

L. Baumann & Co. of Chicago are sending out a catalog that will prove of much interest to every live display man. It is a beautifully printed book showing all of the many handsome flowers for which this house is famous and this season many new specialties have been added. These include both foreign and domestic products, each being the best of its kind. Every experienced window dresser knows the merit of the flowers and decorative materials carried by this house. Baumann flowers are not only the favorite on State street, but with discriminating window dressers all over the country.



"Ber-Zer Decorative"

Scenic Paintings

will sparkle your Yule-tide Displays

SEND FOR X-MAS FOLDERS TODAY

4 Sample X-Mas Cards Made by hand, 35c (7-11)

The Ber-Zer Studio, Dayton, Ohio

Poinsetta and Holly Cards Printed, Samples 15c (7-11)



Beauty in Your Holiday Displays

Discriminating Decorators will appreciate the many beautiful decorative specialties I am offering for the holiday season.

My line is unusually large and varied and you will find my prices much lower than you would expect from the appearance of my productions. At a small expense I can help your windows wonderfully.

Plan early—write to me today about your holiday backgrounds

Special Paintings and Decorative Panels of all kinds, Urns, Pedestals, Dividers, Relief Ornaments, Special Floor Coverings, Tables, Plateaus and Fixtures.

J. Clarence Bodine

Designer and Manufacturer of Permanent Backgrounds in any Wood and Finish.

Phone Superior 4136

856 N. State St., : Chicago

NAT-MAT

Free "Xmas Special" Free

Big Sample Booklet of

Mat-Board, Show Card Board & Background Ready-to-use Board

Dozens of delicate blends and attractive cardboard suggestions for snappy season cards and holiday decoration. Our Special Xmas mottled green and deep scarlet Mat-Board will give your windows a finished season appearance.

Write today for this sample booklet, FREE, and our Xmas green and scarlet board.

National Card, Mat & Board Co.

Manufacturers

216-218 W. Superior Street CHICAGO, U.S.A.

Direct from Maker to You—at Mill Prices

Your Choice of These Five Great Books Free

"One Hundred Good Holiday Displays"
"One Hundred Good Alphabets for Show Cards"
"One Hundred Good Displays of Women's Ready to Wear"
"One Hundred Good Men's Wear Displays" Second Edition
"Outdoor Decorations"

These books are for the exclusive use of subscribers to—

MERCHANTS RECORD and SHOW WINDOW

Price $2.00 a Year

How to get one of the books free—

The Merchants Record Co., Publishers

431 So. Dearborn Street Chicago, Ill.

Books must be ordered when cash subscription or renewal is sent in.

Each two dollar subscription entitles you to any one book. Your choice of any two books on receipt of four dollars for your own subscription and one other. Send us your renewal and $2.00 stating which book you wish us to send postpaid and absolutely free.

A Show Window Sign

The Oscar Onken Co., of Cincinnati, Ohio, have placed on the market a new and unique interchangeable sign for retail store windows. It is made of a framed sign board, which has grooves in it ¼ inch apart, and is covered with a black felt. The frame around the board is mahogany color. The letters, numerals and punctuation marks are lithographed on metal in a dead black finish, while the letters and numerals



are white, in this way making a strong contrast between black background and white letters. The whole measures 12½x15½ inches.

There are 220 letters, numerals and punctuation characters to the outfit. Letters are assorted in three sizes, as follows: 1-inch, ¾-inch and ½-inch. The object of this interchangeable sign is to simplify the writing of window cards.

With this outfit, the window trimmer can make a new sign in three minutes. The letters are simply set into the grooves, in the sign board, and their alignment is perfect. A beautiful container goes with the outfit. This container is so arranged that each individual letter or numeral has its place, which prevents their getting mixed, and, more particularly, from getting scratched, as they cannot touch each other in this container. Another strong feature about this outfit is, that the letters and numerals, being lithographed on metal, they can be washed, and, in this way, kept perfectly clean without trouble. This sign, in a window or in a department, is very neat and tasty, and can be used without hesitation in the most carefully planned window display.

A Fine Flower Catalog

An unusually interesting catalog of Christmas decorations has been issued by the Botanical Decorating Co., 504 S. Fifth avenue, Chicago. It is beautifully printed in full color and is filled with hundreds of beautiful suggestions for the holiday displays. Many of the flowers and other decorations shown are new this season and will be highly interesting to every display man.

An important feature of the Botanical line is its great variety. This applies to price as well as designs. For the decorator who prefers imported cloth flowers there is a wide range of beautiful designs made by the leading flower makers of Europe, and the prices will be found very reasonable. On the other hand, if one wants domestic goods, there is an excellent selection of paper flowers that cannot be surpassed for design or coloring, and the prices are as low as the lowest. Every window dresser should have this catalog.

Shoe Fixture Catalog

Hugh Lyons & Company of Lansing, Mich., have just issued a catalog of shoe display fixtures that will be welcomed in every store where shoes are sold. It is unique in size and completeness. It is only about three by four inches in size and can easily be slipped in the vest pocket, yet it contains nearly 200 pages and hundreds of good illustrations showing practically every shoe fixture that can be imagined. All sorts of fixtures are shown, including wood, metal and glass, and no matter what the need may be in this line, it is reasonably certain that it can be filled from this little book. It will be mailed upon request and it is well worth the trouble of writing for.

Flowers for Christmas

In the artificial flower business there is no name that is better known than that of Carl Netschert of Chicago. Mr. Netschert is one of the pioneers in this line of business and has made for himself an enviable reputation for high class goods at moderate prices. This season he has an interesting catalog containing a great variety of flowers and decorative novelties that will suit the most critical window trimmer. This catalog may be had for the asking.

Light Your Windows

As the winter nights grow longer the necessity of efficient window illumination becomes more and more important. From now until Christmas a large proportion of shopping will be done after the lamps have been lighted. The holiday throngs will soon be filling the streets and stores and at this time the merchant's best advertisement is his show window. Of course people read and are influenced by newspaper ads, but nevertheless, most of them want to "go down and look at the windows." Other things being about equal, the store with the best lighted windows will get the most business.

And there is no reasonable excuse for poorly lighted windows. Lamps are now made that furnish a maximum of illumination at a minimum cost, so the expense for current need not be great. The question of show window illumination is purely a matter of selecting the right reflector to distribute or concentrate the light where it is wanted. The cost of the reflectors is not to be considered except as an investment, for the right kind of reflectors will soon pay for themselves in the reduced cost of current. On this subject the Pittsburgh Reflector and Illuminating Co., 3117 Penn avenue, Pittsburgh, Pa., is sending out some interesting literature. This company manufactures show window reflectors designed to cover every need and their literature contains much practical and interesting information on this important subject.

THE JOLIET ADVERTISING CLUB, of Joliet, Ill., is offering a prize of $50 to the person suggesting the most suitable slogan for that city. The present slogan is "Joliet, the City Which Offers Something Better," but this is considered unsatisfactory for several reasons, hence the offer which is open to the world. The contest closes November 15.

ALL YOU NEED TO DO is to buy $2.50 worth of merchandise at the Bernheimer store in Baltimore and you will be presented free (almost) with a building lot 25 by 145 feet, located at Atlantic City, Md. (not N. J.). There is a small expense of $7.50 per lot for legal fees, which includes the payment of taxes for five years.

Statement of the ownership, management, circulation, etc., required by the Act of August 24, 1912, of Merchant's Record and Show Window, published montbly at Cbicago, Illinois, for October 1st, 1914. Editor, Tbomas A. Bird, 431 So. Dearborn St., Cbicago, Ill.; Managing Editor, Geo. H. Lamberton, 431 So. Dearborn St., Cbicago, Ill.; Business Manager, Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Publisher, Merchants Record Company, 431 So. Dearborn St., Chicago, Ill.; owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation, give names and addresses of individual owners.) An Illinois corporation, Joseph F. Nickerson, 431 So. Dearborn St., Cbicago, Ill.; Helen G. Curtis, Oak Park, Ill.; Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1317 E. 71st Pl., Chicago, Ill. Known bondholders, mortgages, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities. (If tbere are none, so state.) None. George H. Lamberton. Sworn to and subscribed before me this seventh day of October, 1914. Florence L. Strickland, Notary Public. (My commission expires April 9, 1918.)

[Seal.]

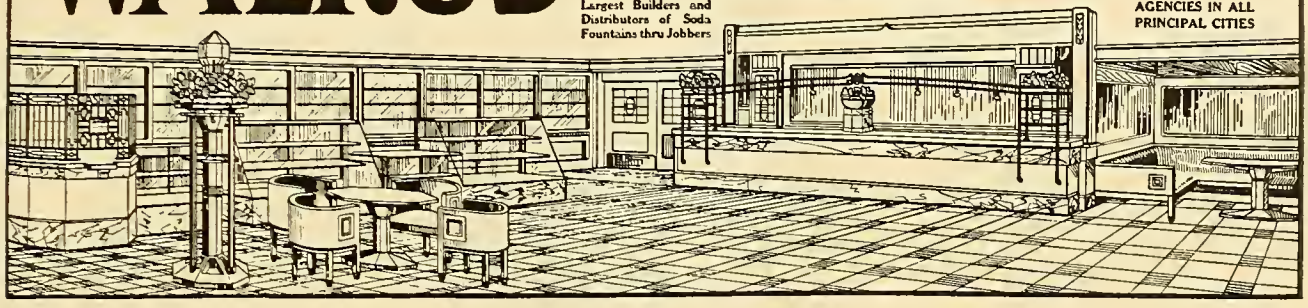
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES





We are makers of

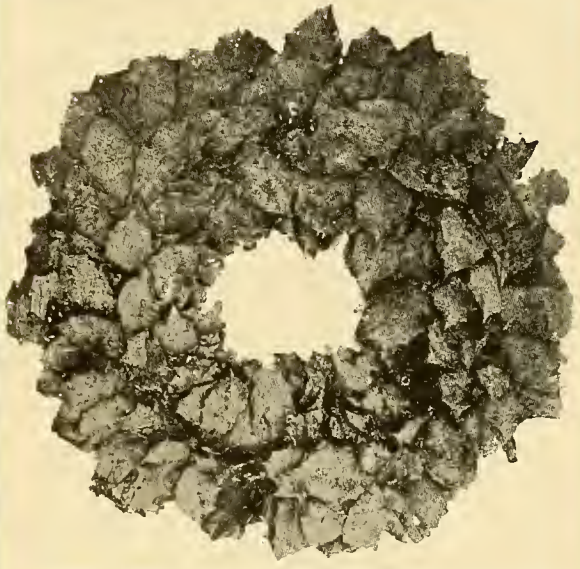
Fine Wax Figures

A wide variety of Beautiful, Lifelike Models in Standing, Attitude and Sitting Figures.

Write for Catalog and Prices

L. A. Feldman Fixture Co.
738 Broadway, New York

Our New Catalogue is ready, showing Full Line of Natural Prepared Fireproof Xmas Goods, Wreaths, Garlands, Etc.



No. 5000. Natural Preserved Fireproof Holly Wreath. 15 inches. Foliage in green with glittering snow effect and red berries. Each.....$.30. Per dozen.....$3.00

No. 5001. Holly Wreath. Diameter 24 inches. Each.....$.45. Per dozen.....$4.50

No. 5002. Holly Wreath. Diameter 30 inches. Each.....$.75. Per dozen.....$7.50

Holly Vines $6.00 per gross, up.

J. HARTWIG CO., The House of Originality
Manufacturer and Importer of Art Decorations
28-32 Pellington Place Brooklyn, N. Y.
Show Room, 738 Broadway, N. Y.

HERE'S A NEW ONE!



THIS IS THE WAY THE BEARINGS ARE MADE.

THE ECONOMY TROLLEY

Made in any desired length up to 40 inches long. This is not a heavy trolley for men's woolen clothing, but a light one for wash suits, ladies' jackets, skirts, children's clothing, etc., etc. It is, however, of the same high quality as our heavy *Columbia Trolley* that is so well known all over America. Ask us about it. Try us on fixtures for *Hat Cases* too.

HARDWARE SUPPLY CO., Grand Rapids, Mich.

JUST OFF THE PRESS

An 8,000-word treatise on pen lettering, featuring every practical pen on the market—their peculiarities, correct way to hold them, tricks with them, the ink to use for each particular pen, ink formulas, opaque colors for pen lettering, color mixing and coloring of initial panels — the last word in pen lettering, 25c., postage paid.



TO MY FRIENDS AND PATRONS

I guarantee to fill all orders within twenty-four hours after their arrival—liquids in freezing weather excepted.

I am in better physical condition today than at any time in the past five years and I am again able to give each order or request my personal and immediate attention.

G. WALLACE HESS.

IT IS NO SECRET

Hundreds of window trimmers know that Hess' lithographed holly cards, done in three colors and gold, are the handsomest in the country; and that his die cut holly ornaments are beauties.

Prices of holly cards

11 x14	-inch, per 100,	**$3.50**;	less than 100, **$0.04.**	Weight 17 lbs.
7 x11	-inch, per 100,	**2.25**;	less than 100, **.03.**	Weight 8½ lbs.
5½x 7	-inch, per 100,	**1.10**;	less than 100, **.02.**	Weight 4 lbs.
3 x 5½	-inch, per 100,	**.80**;	less than 100, **1.00.**	Weight 2 lbs.
2¾x 4	-inch, per 100,	**.60**;	less than 100, **.80.**	Weight 1¼ lbs.

By Express or Parcel Post not prepaid.

The weight at end of each line denotes shipping weight of 100 of each size, packed separately.

Special prices quoted on larger lots upon request.

One dozen assorted holly ornaments.....**15c**

Three dozen assorted holly ornaments.....**50c**

Prices of die cut holly ornaments, postage paid

Large sprays with bells, per 100.....	**$2.50.**	Per dozen, **35c**
Medium sprays with bells, per 100.....	**1.50.**	Per dozen, **25c**
Merry Christmas sprays, per 100.....	**1.50.**	Per dozen, **25c**
Large sprays with scenes, per 100	**2.50.**	Per dozen, **35c**
Large seals with scenes, per 100.....	**1.50.**	Per dozen, **25c**
Medium seals with scenes, per 100.....	**.85.**	Per dozen, **15c**
Round seals with gold, per 100.....	**1.50.**	Per dozen, **25c**
Large baskets of holly, per 100.....	**1.50.**	Per dozen, **25c**
Medium baskets of holly, per 100	**.85.**	Per dozen, **15c**
Santa Claus heads for tickets, per 100.....	**.35.**	Per dozen, **10c**
Kiddies on sleds, per 100	**1.00.**	Per dozen, **15c**

HESS' PORTFOLIO OF PEN ALPHABETS AND INITIAL PANELS

Absolutely the last word in pen lettering, featuring all practical pens, and alphabets for them in full working sizes. 29 alphabets in all, and over 100 blank panels and 8,000 words of instruction—$1.00, postage paid.

NOVEMBER OFFER NUMBER 1

SOENNECKEN PENS AND INK RETAINERS

During November only I will send you, prepaid, Soennecken pens, in lots of not less than three dozen, at rate of 10c per dozen and give you an ink retainer free with each dozen pens. You can have as many dozen as you want.

NOVEMBER OFFER NUMBER 2

Hess' portfolio of alphabets, 2 dozen Soennecken pens, 8 ink retainers, 6 camel back gilt ball point pens, 6 music pens and one "Qwik-stik" pen—a two-dollar value for $1.50.

NOVEMBER OFFER NUMBER 3

Hess' new 8,000 word treatise on pen lettering (worth a dollar), 2 dozen Soennecken pens, 8 ink retainers, 1 jumbo ball point pen (it beats a Payzant at a dollar), 1 spoon pen, 1 "Qwik-stik" pen and 6 new gilt camel back ball points—a $1.70 value for $1.00, postage paid.

NOVEMBER OFFER NUMBER 4

Hess' new 8,000 word treatise on pen lettering, a 25c sample assortment of different pens and retainers, and 1 new "Qwik-stik" pen for 50c, postage paid.

G. WALLACE HESS

1405 Olive Ave., Edgewater Station, - - - CHICAGO

The Boston Store's Wonderful Xmas Attraction "The Magic Forest" is For Sale

Why don't you secure it for your store for Xmas, 1914. It can be set up in a space from about 20x45 ft. to 35x65 ft. For further information, price, etc., write the

Advertising Manager,
Boston Store, ∴ Chicago, Ill.

WOLD
AIR BRUSHES
THE STANDARD OF THE WORLD

SEND FOR
Our
72-Page
Air Brush Catalog
THE WOLD AIR BRUSH ART SHOP
716 W. Madison St., Chicago, U. S. A

2 "Speed-ball" Lettering Pens
Complete- and 2- hand lettered Alphabets.
— by "Gordon"
$1.
it's not a "ball point" pen

"Speed-Ball" refers to the "name" of the pen only.

Originally contrived for personal use only, by Gordon (the Sho-Card Man) and Ross F. George, "George Signs" and proved so successful as a lettering tool that a *National Demand* has been created. We are now introducing them to the profession by the actual work they will do, *Hence - The Alphabets.*
- for sale only by
Ross F. George, 300 Boston Blk.
Seattle, Washington.
Send for our "Snappy" Illustrated Catalog.
Original with a Speed-ball pen, 10 x 14

LEARN TO PAINT SIGNS and SHOW CARDS
THERE'S MONEY IN IT

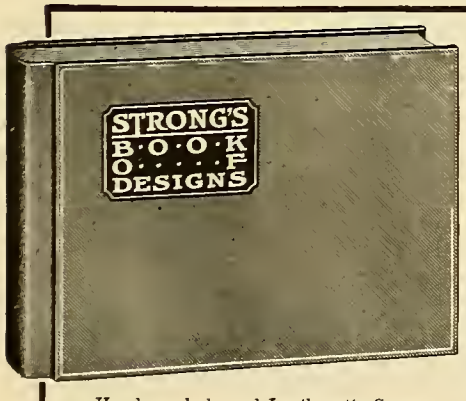


There are a lot of you aggressive, brainy and talented chaps around the country. You pick things up quickly, and you've got a start in the sign and show-card business. But don't stop there. That's where talented folks often fall down. Learn the business thoroughly—become a top-notcher. You can master the show-card business, broaden and increase your efficiency, and add to your earning power by taking one of our courses.

EARN $18 TO $35 A WEEK

Many of our students make more than this, operating a business of their own. Don't stop at the Halfway house, be an expert. Develop yourself. My courses are thorough and practical. Twenty years' experience back of my instruction. I will mail all parties interested a copy of my big, bristling, new personal circular showing samples, outfits, testimonials, etc. It's yours if you will write. A postal will do. Address

SUPPLY DEPARTMENT M
DETROIT SCHOOL OF LETTERING
DETROIT MICH.



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10¾, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art, Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.



THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. **Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. Practical Compendium of Commercial Pen Lettering and Designs, new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT D, PONTIAC, MICHIGAN, U. S. A.

J. E. Cunningham & Co.

Here Is a *Real* "3 in 1"

We mean the above and more when we refer to our Valance, Window Shade and Nameplate Panel—all three in one. It is a business-like and attractive, yet dignified, ornament to any show window or store front. Very important, too, the price for all this useful attractiveness is surprisingly reasonable. Ask us about all the other things we have for use in your store. Let us send you without charge or obligation, samples, prices or designs.

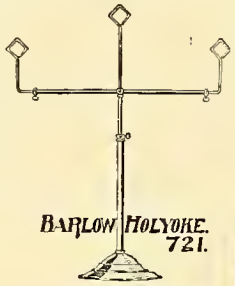
THEODORE H. MASTEN CO. **34 E. 9th St., New York City**

Get Ready Early

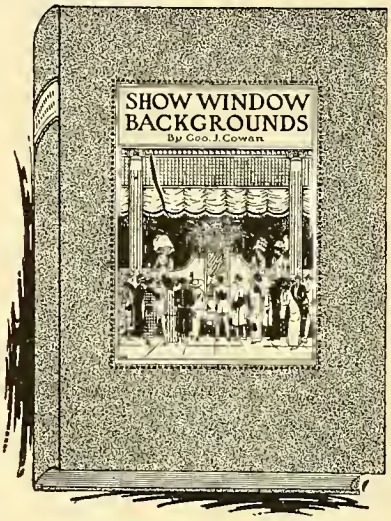
Christmas is still weeks ahead, but the wise Decorator is planning his holiday windows now.

See that the Fixtures and Forms *you* will need are ordered at once, and be sure you are getting the ***right kind*** of Fittings, or you'll be disappointed in your own work, later on. BARLOW GOODS are standard—reliable in every particular—and guaranteed to give satisfactory service.

If you haven't our catalog, drop us a line today.



The Barlow Company
No. 79-B Race St.
Holyoke, - Mass.



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

2 New Year's Windows.
8 White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows
7 Summer Windows.
2 Horse Show Windows.
16 Fall Opening Windows.
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
14 Christmas Windows.
16 Period Decorations.
10 Sale Windows.
2 Bas Relief Backgrounds.
2 Stencil Backgrounds,

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago

"Salelite" Electric Flash Signs



With our **Interchangeable Letters** you can make Thousands of different signs. Brilliant black and white glass letters.

These signs are durable, of all metal construction, and are fully guaranteed.

Come in three sizes complete with lamp, aluminum reflector, flasher, cord and plug. Can be placed on show window floor, in show case, or hung by chain in any position desired. MORE SALES is what you want. Install one or two of these "*SALELITE*" SIGNS and watch your sales grow.

Write for booklet

Three Sizes: **$5.00 $7.50 $10.00**

Agents Wanted **Frederick A. Watkins** **Sole Distributor**
567 West Washington St. **CHICAGO, ILL.**



LEARN THE ORNAMENTAL PLASTER PARIS ART
BEAUTIFY YOUR SHOW WINDOW AND INTERIOR DISPLAYS

You can make hundreds of beautiful decorative designs, Vases, Pedestals, Anniversary Shields, Column Capitals, Santa Claus Heads, Plateaux, also Scrolls and beading for Screens, Panels and Signs.

SEND FOR THIS OUTFIT

Book—"The Art of Casting Ornamental Plaster Paris Designs." Complete Formula with working instructions how to make the gelatine molds. A liberal supply of all materials required to make the gelatine molds.

PRICE OF ABOVE OUTFIT, $1.50

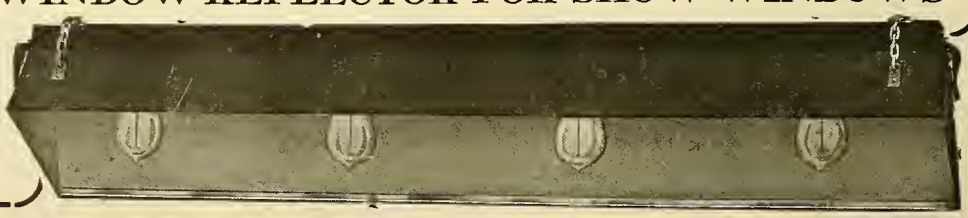
THE IRABAR CO. - HARRISBURG, PA.



ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago





One of Our Many Popular Models

Paasche Air Brush Co.

Paasche's 3 in 1 Air Brushes

THE BEST OF THEM ALL

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINION

Invaluable Instrument

Model "E"-2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.

E. O. WHEETE, Decorator, Care Pegram D. G. Co., Muskogee, Okla.

Student Earns Way With Paasche Brush

It gives me pleasure to state that your Model "F"-2 Air Brush has given entire satisfaction. I am a student earing all my expenses in the card writing business, and consider the air brush most indispensable for my work.

McCASKILL, (The Student Sign Man), Austin, Texas.

Hundreds Write Likewise

MANUFACTURERS

5 South Clinton St. CHICAGO, ILL.

Send for latest circular of complete outfits

Show Window Valances



Linen Puffed Shades Lambrequins

Built to fit the requirements of Individual Styles of show windows. All special orders executed by us are carefully and scientifically planned. We are fully equipped to meet the unusual conditions and problems which very often arise. Mail us a rough diagram of your show windows together with the glass measurements and we will be pleased to submit modern suggestions, sketches, etc., with the proper proportion and designs suitable to your business without extra charge or obligation whatsoever. We aim to do more than take orders. All materials used are high grade standard qualities and the workmanship is first class in every respect. Catalogue suggestions on request.

Dept. B GET THE GENUINE

The Art Window Shade Company

2411-13 North Halsted St. CHICAGO, ILL.

Lignine (Wood) Carvings



Practical Attractive Economical

Endorsed by successful window trimmers as being the most effective trim on the market.

LIGNINE (Wood) CARVINGS

create beautiful back grounds, screens and plateaux.

The only trim that can be used over and over again.

The prices will astonish you.

LIGNINE (Wood) CARVINGS

are finished in Oak, Mahogany, Walnut, Antique Copper, bronze, gilded and painted.

39 Page Catalog of Capitals, Pilaster Capitals, Brackets, Rosettes, Shields, Scrolls, Heads, Claw Feet, etc., and a sample for the asking.



Ornamental Products Company

Fourteenth Avenue
Detroit, Michigan



STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW

Book Department. 431 So. Dearborn St., CHICAGO

WANTED

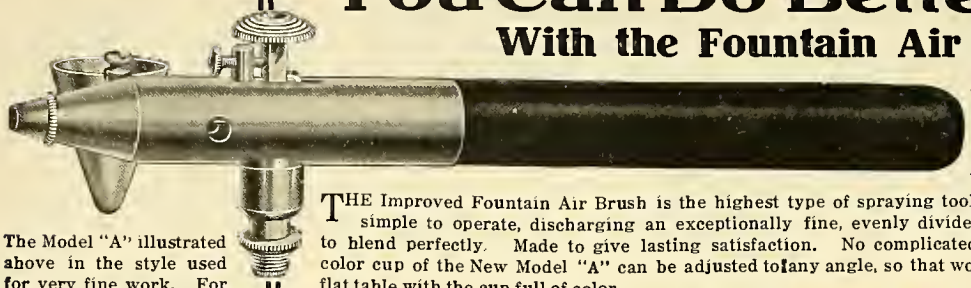
More subscriptions and advertising for

THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price $1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

You Can Do Better Work
With the Fountain Air Brush



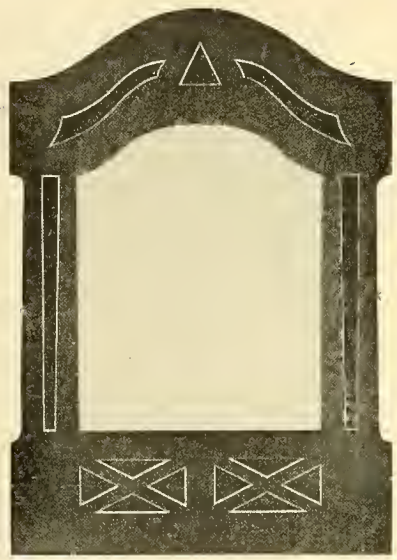
The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



No. W. 4
Circassian Walnut Frame Fawn Panel
Emerald Green Background Size 17½x25

The Hit of the Season

New Attractive

Crescent

Window Cards

Changeable Panels
Hand Cut
Heavy Board
Very Effective

Send for new sample book and circular No. 18-A

New Show Card Board for Window Cards.
Veneer Backgrounds. Smooth Surfaces.
Large selection of colors and finishes.

Chicago Mat Board Company
MANUFACTURERS
664-666 Washington Blvd. CHICAGO, U. S. A.

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Increase YOUR Holiday Business

My Thanksgiving and Christmas Cards and Scenic Paintings mean 100% increase in show window efficiency. They **SELL** goods. I can furnish designs or carry out your own ideas. Write me for handsomely illustrated **Folder.**



Bert L. Daily
DEPT. E 11. DAYTON, OHIO
Distributor of "Perfect Stroke" Brushes and Supplies

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—Display fixture salesman for Chicago Loop District. Man preferred who has had selling and manufacturing experience; capable of handling form sale department. Give full information. Address Curtis-Leger Fixture Co., 237 W. Jackson Blvd., Chicago, Ill.

POSITION WANTED—Thoroughly experienced up-to-date window decorator and show card writer, open for position. Am a competent men's clothing and furnishings salesman. Best of references. Moderate salary. Address Box 241, care Merchants Record and Show Window.

SITUATION WANTED—By experienced window trimmer, cardwriter and advertising man. Eight years' experience. At present trimming seven windows. Desire a change. Best of references. Address Box 240, care Merchants Record and Show Window.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information, Business-Men's Clearing House, Denver, Colo.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers Supply Co., Galesburg, Illinois.



A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Countershafts, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH
8 Lock Street Buffalo, N. Y.

FOR WINDOWS AND BACKGROUNDS
Use Silk Plushes, Velours, Felts, Cretonnes Tapestries and Sunfast Draperies
Write for Samples and Prices
F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

PERFECT AIR BRUSH INKS
Snowberry Air Brush Inks are the result of years of careful experimenting. THEY ARE ABSOLUTELY PERFECT. Dry instantly. Thoroughly waterproof. Bright and brilliant in tone.
Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25
ROBERT HOSKIN, Manufacturer
319 Greenwich Street NEW YORK

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NEW - Something - NEW



XMAS TREES from 12 inches to 15 feet, natural prepared, fireproof, in green, red, white and yellow, fully described in our Xmas Catalogue, No. 40, 1914, free for the asking.

Holly Wreaths, Vines, Garlands, Natural Prepared and Artificial in all sizes. Poinsettias, Princess Pine, Etc.

FRANK NETSCHERT COMPANY

Manufacturer and Importer of Artificial Flowers, Decorative Plants, Etc.

61 Barclay Street **NEW YORK CITY**

VOL. XXXV DECEMBER, 1914 NO. 6

Merchants Record and Show Window





The Wide Spread Use of Norwich Fixtures

Is a sure attest to their value

Believing in Good Fixtures—and making them has added to our prestige and has placed Norwich Fixtures in the front ranks.

You Can't Begin Too Early

In trying them out. Send us an order and Watch Norwich Fixtures—increase your sales. Catalog No. 18—shows the newer things. Send for one.



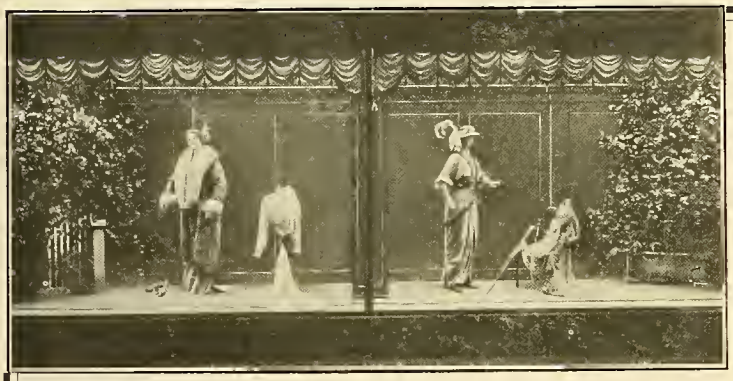
The Norwich Nickel & Brass Company

Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.



Properly lighted windows lend an atmosphere of "Quality" that attracts the best class of trade

Successful merchants realize that a glaring, flashy window is poor bait for high class trade.

To get the best people into your store you must have a reputation for "quality" goods. And nothing helps to create the "quality" idea so effectively as a well-lighted window.

Your windows will become an important factor in attracting the moneyed class if lighted by the

Frink and J-M Linolite Systems of Lighting

The windows so lighted stand out in startling contrast to the cheap dazzling brilliance of ordinary lighting systems.

The light immediately conveys to the observer the impression of a "quality" store. Although wonderfully bright there is no hint of harshness or glare. The light is thoroughly diffused, and details of the goods are brought out faithfully—every color shown as it actually is. There are no brilliant "spots"— no unsightly black shadows.

And as a final advantage the Frink and J-M Linolite Systems save money for you because they consume less current. Adapted for either J-M Linolite (tubular) or standard base lamps.

Make your windows do their share toward creating "quality "trade.

Write nearest Branch today for Catalogue No. 410.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

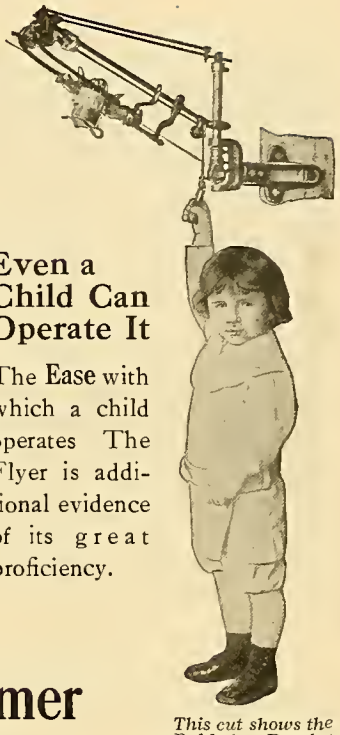
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New Orleans
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Omaha
Philadelphia
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Portland
St. Louis
Salt Lake City
San Francisco
Seattle
Toledo

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Toronto
Montreal
Winnipeg
2819
Vancouver

Safety First

is so important to every merchant in the handling of cash or charge sales that they have often been buncoed into believing a machine will give absolute **SAFETY.** We have never claimed carriers to be a "Cure-all" for mistakes. What we do claim is: Safety and accuracy are FIRST and best obtained by centralizing and having each sale go through two persons' hands so as to check up the addition, multiplication on sales-slip and correctness of change given to the customer. Stealing and many leaks are bound to occur more frequently when the clerks go to the cash till to make their own change and complete the transaction.



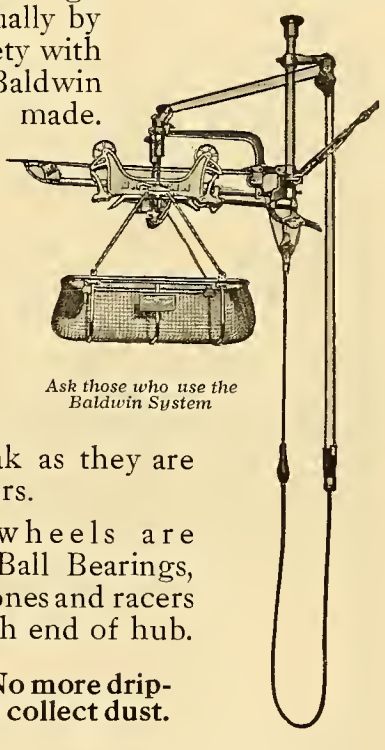
Even a Child Can Operate It

The Ease with which a child operates The Flyer is additional evidence of its great proficiency.

This cut shows the Baldwin Bracket for Sales Station Support

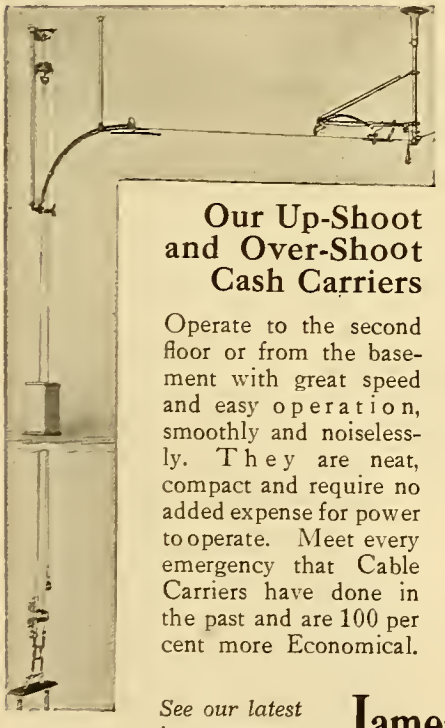
Speed Is Second—Pleasing the Customer

and we would not depreciate its importance in any way, although it's a well known fact thousands of dollars are lost annually by placing speed before Accuracy and Safety. Combine Safety with Speed and you have the ideal Service. When you see Baldwin Carriers operate you will say that combination now is made.



Ask those who use the Baldwin System

Baldwin Flyer Cash and Package



Our Up-Shoot and Over-Shoot Cash Carriers

Operate to the second floor or from the basement with great speed and easy operation, smoothly and noiselessly. They are neat, compact and require no added expense for power to operate. Meet every emergency that Cable Carriers have done in the past and are 100 per cent more Economical.

Carriers have no spreading wires to crystalize, break and fly thru the store. Baldwin track-wires are stationary, permanent, **do not** break as they are not used to propel the Carriers.

Baldwin Ball-Bearing wheels are equipped with two Annular Ball Bearings, having hardened steel balls, cones and racers and a dust-proof cap on each end of hub.

No oil required, think of it. No more dripping oil to damage goods and collect dust.

You as a merchant expect a carrier to wear well, and thus do away with annoying breakdowns and repair bills.

Baldwin Carriers give you absolutely the most perfect service of this kind.

Get our large list of satisfied users who will tell you their experience. **All are satisfied,** that's why we **"stick"** and continue to grow. **Write us today.**

See our latest improvements

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago
One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office



Daylight and Dependable Merchandise—

As a progressive merchant, who always is ready to fill your customers' desires, you give them dependable merchandise.—Now how about Daylight—is it not an important feature too, since customers desire it?

Luxfer

forces bad light out of your store, by bringing Daylight **into it**. It makes shopping to the customer a real pleasure—and any means which increases a customer's comfort, certainly increases your business with it.

So much for your customers and **better** business.—Now for the saving—Luxfer **cuts down your artificial light bills** considerably—it gives to your store that cheerfulness only possible with good Daylight—and makes customers and employees more pleasant and cheerful.

Let us tell you how you can profit through the installation of Luxfer. Our co-operation and advice at your request.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 310 W. Michigan St.
DETROIT, Builders' Exchange.
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, Stroh Bldg.
NEW YORK, 507 W. Broadway.
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
MINNEAPOLIS, 506 Andrus Bldg.
DALLAS, Builders' Exchange.
SAN FRANCISCO, 445-447 Turk St.
LOS ANGELES, 928 S. Main St.

NOT TOO LATE

It is not too late, if you act quickly, to supply yourself with one or more of our outdoor display cases before the Holidays.

We have on hand for immediate shipment a choice of several stock designs and can ship immediately upon receipt of order by letter or wire.

"Hugh Lyons" Outdoor Display Cases

pay for themselves over and over again in increased sales through attractive display of all sorts of merchandise.

If you are interested in this important subject read the article entitled "The Outside Case", Pages 40 and 41, November issue of this paper. We can supply your needs on the suggestions contained in that article, also design and build anything else to fit your requirements.

WE ALSO MANUFACTURE

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Show Cases, Triplicate Mirrors, Window Dividers, Store Stools, etc.

WRITE FOR CATALOGUES AND PRICES

Hugh Lyons & Co., Lansing, Mich.

New York Salesroom, 686 Broadway Chicago Salesroom, 313 Jackson Blvd.



Don't talk war—*talk Business!*

When a man comes into your store to tell you how the Germans should take Paris, or the Russians, Berlin—don't talk war—TALK BUSINESS.

Remember that you never INTENDED to run a debating society, or an information bureau. You are a MERCHANT and it is your business to SELL.

More than THAT, it is your business to sell WELL.

GOOD SELLING foreshadows satisfied customers—

SATISFIED CUSTOMERS assure PROFITS—

PROFITS make most merchants very happy.

But GOOD SELLING is MORE than just having GOOD MERCHANDISE.

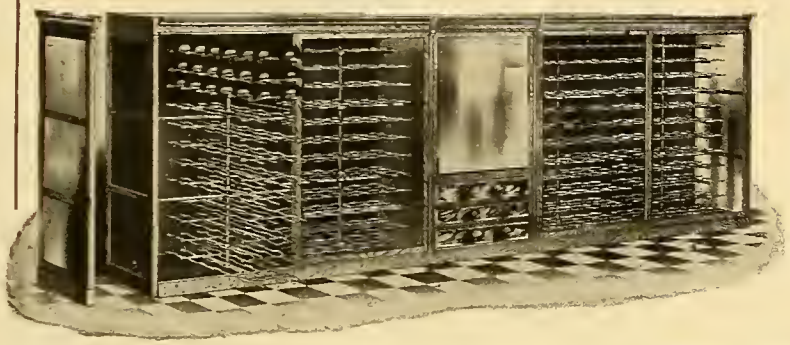
GOOD SELLING means displaying your merchandise attractively and invitingly. It means having a store clean, attractive, modern and EFFICIENT. It means maintaining a VISIBLE leadership over the competing stores of your city, aye of your state!

Illinois Clothing Cases, Illinois Out Door Cases and Illinois Hat Wall Cabinets are three of the patented Illinois products that are to a large extent accountable for the popularity of the entire Illinois line of display cases.

Each has many points of patented superiority that increases its efficiency and utility.

Like ALL Illinois cases, their finish and workmanship is unsurpassable.

Illinois Hat Wall Cabinet, Model H202



Send for our new illustrated catalog

which describes in detail the specifications of these master cases. When you install your first Illinois case, you will appreciate WHY "THEIR SUPERIORITY IS SO APPARENT." Because we sell you direct (we have no salesmen) we are able to quote you KEEN prices. This will please you as much as the SUPERIOR QUALITY. Send for this catalog TODAY.

Illinois Show Case Works
1729-37 N. Ashland Ave.
CHICAGO

Right Out in Plain Sight

where the goods compel attention and create many additional sales. That's where Baine's Brackets come in.



Baine's Adjustable Shelf Brackets

provide shelves that are uniform and unobstructed in long, unbroken lines. Goods are attractively displayed, sales and profits increased.

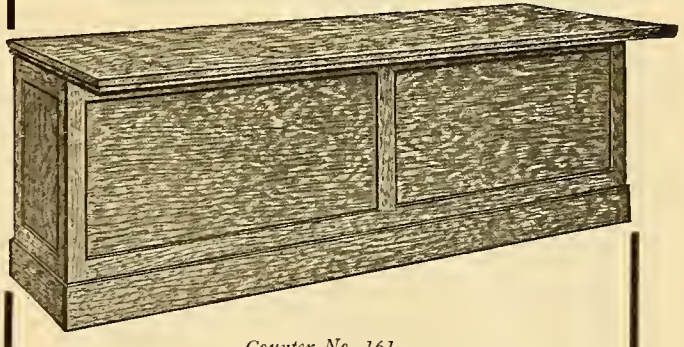
Fully 30% more room added to any store

Write for Particulars

Piqua Bracket Co., Piqua, O.

Winter Fixtures

The Standard of Quality and Style



Counter No. 161

For any merchant desiring a popular priced counter No. 161 fills the requirements. It is modern and of very good quality. For further information write

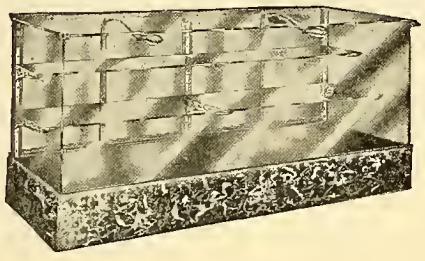
Winter Company

Sheboygan Wisconsin

Manufacturers of High Grade Show Cases and General Store Fixtures

Catalog 14h sent on application

Let Our Special Service Department Help You



Send this department a rough outline of your store room, stating the inside measurements and the approximate lengths of shelving and show cases you contemplate installing.

Without obligation to you, our artists will submit a practical and economical arrangement for your store interior.

Let us send you our complete catalogue of store equipment

Quincy Show Case Works

Quincy, Illinois

DALLAS, TEX. 907 Commerce St.
JACKSONVILLE, FLA. 20-28 Julia St.
WICHITA, KANS. 301 Beacon Building
PITTSBURGH, PA. 949 Penn Ave.

White Goods Sales

January is the month for White Goods Sales—All up-to-date stores endeavor to make their displays of White Goods at this time as attractive as possible.

Our line is so complete that we can supply you with suggestions and correct decorative materials for giving your displays the necessary final touch.

You can use to decided advantage American Beauties, Carnations, Apple Blossom Sprays, Almond Blossom Sprays, Snowballs, etc.

Send for our catalogue that shows all of these and many other decoratives in colors



Just to remind you that we can fill a rush order on anything you may lack to complete your Christmas displays.

POINSETTIA IN CREPE PAPER

Color Red or White

Small, per dozen	$ 0.40
Per gross	4.00
Medium, per dozen	.60
Per gross	6.00
Large, per dozen	.90
Per gross	9.00
Extra Large, per dozen	1.50
Per gross	15.00

POINSETTIA SHADES

For Electric Lights

Per dozen	$ 2.25
Per gross	22.50

HOLLY VINE

655 Holly Vine of green leaves with white edge and red berries.
Per dozen $0.60
Per gross 6.00

657 Holly Vine of 18 green leaves with white edge and 18 red berries.
Per dozen $0.90
Per gross 9.00

659 Holly Vine of 24 green leaves with white edge and 24 red berries.
Per dozen $ 1.20
Per gross 12.00

305W White Holly 18 leaves, 18 red berries.
Per dozen $ 1.00
Per gross 10.00

305AW White Holly 12 leaves, 12 red berries.
Per dozen $0.70
Per gross 7.00

305BW White Holly 24 leaves, 24 red berries.
Per dozen $ 1.35
Per gross 13.50

Send for latest Catalogues in colors

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Avenue
CHICAGO

Holiday Decorations

For Show Windows and Interiors



Holly, finest crop I've had in years, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed, **$3.50;** one-half cases, **$2.00;** one-fourth cases, **$1.25.**

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases by *Carter.*

Case No. 1, **$4.50** enough to cover wall space of 600 square feet
" " 2, **3.50** " " " " 400 " "
" " 3, **3.00** " " " " 300 " "
" " 4, **2.50** " " " " 200 " "

Evergreen Wreathing, heavy grade, per coil of 20 yards **$ 1.00**
" " " " " 25 coils " **22.50**
" " " " " 50 " " **40.00**

Holly Wreaths, made of fresh fancy, well-berried stock, single wound on wire rings.
Per dozen **$1.50**
Double wound (extra fine) per dozen **2.50**

Bronze Galax Wreaths, Magnolia Wreaths, Evergreen Wreaths, furnished at same prices

Our Wreathing and Wreaths are made by experts, who have 12 years' experience, and are shipped direct to you from Chicago.

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns, per dozen **$2.00**
Chamaerop Palm Leaves, per 100 ..... **2.50**
Sabal Palm Leaves, the large kind, per 100 ..... **2.50**
Mistletoe, well berried, per bushel hamper **2.00**
Gray Moss, for lining windows, etc., per sack of 15 lbs **2.00**
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 square feet **4.00**
Laurel Festooning, heavy grade, per yard, only ..... **.06**

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen **$1.50**
Per 100 ..... **8.00**

Low Express Rates
Prompt Service



If you have used these greens before, you already know their beauty, if not there is a great pleasure in store for you. *Write for Catalog.*

Orders accompanied with the cash, parties can deduct 5 per cent from the bill.

GEO. M. CARTER, Evergreen, Ala.

White Sale Decora



No. 4272. Almond Blossom Stand

Height 6½ feet trimmed. A stand like this in your white goods window will make a success of the display and the merchandise will look 100 per cent better. Make the stand yourself and use the almond blossoms shown here. You will find this inexpensive and highly effective.

THE FOREHANDED DISPLAY MAN has his holiday windows in by this time and is looking forward to the next important event. That is the January Sale of White. All live merchants now agree that artificial flowers are very essential to the successful display of muslin underwear and other white goods. The color of the flowers is necessary to show this class of merchandise to its best advantage.

On this page we show a few of our many beautiful flowers that will help to make your white sale windows a success. All of them are up to the Schack standard and you will note that they are quite inexpensive. Furthermore they are "Made in U. S. A."



No. 2463. Almond Leaf Spray

A delicate and beautiful foliage to be used with Almond Blossom Sprays. Green. Length 22 inches. 6 sprigs to spray.

Dozen Sprays, $0.60. Gross Sprays, $6.00



No. 2462. Almond Blossom Spray

A dainty spray of flowers and buds. Shaded from deep to light pink. Exquisite for white sale window decoration. 26 inches high.

Dozen Sprays, $2.25. Gross Sprays, $24.00



No. 4044. Apple Blossom Spray

A beautiful and appropriate decoration for the white goods display.

Dozen, $2.10. Gross, $22.00

Thousands of leading display men look forward to receiving our seasonal Flower Books.

Send us your name now and you will receive our beautiful Spring Flower Book next January.



No. 4064. Snow Ball Spray

Fine white blossoms, tinted with green. Fine for the white sale display. 16x14 inches.

Dozen, $2.00. Gross, $18.25

Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago

tions Made in U.S.A.

PLAN YOUR WHITE SALE DISPLAYS NOW. Use one or two Floral Units similar to those shown on these pages. We will be glad to send you free one of our beautiful flower books, showing many of these attractive stands, which you can easily make at little or no expense. Build the stands yourself and decorate them with Schack's beautiful flowers. You will be surprised to find what a handsome showing you can make for a little money. The flowers shown here are only a few picked at random from our big line. Send for Flower Book.

EXCLUSIVE
White Sale Decorations

This season we have three new sprays that have been designed especially for white sale windows. They are unusually handsome, very appropriate and so inexpensive that any store can afford to use them.

For business reasons we do not care to illustrate these designs at this time, but we will be glad to send samples with full description and other information upon request.

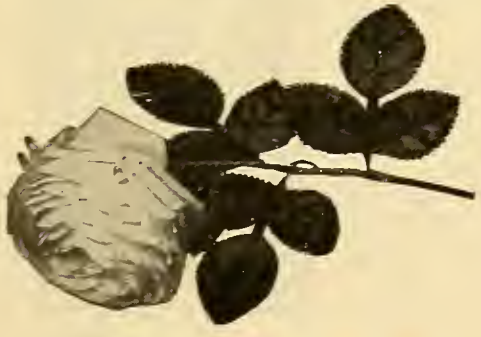
These specialties are not carried in stock, but will be made up to special order. It is, therefore, essential that you send in your order early.

Send for these samples and for our White Sale Flower Book



No. 4245. Hyacinth Stand

This attractive unit can be made for a small sum and it will add wonderfully to your white sale display. You can make the stand yourself from scrap lumber. It can be decorated with any kind of flowers.



No. 2422. American Beauty Rose

This is a flower that is worthy of its name. Use a bouquet of them in your white goods display and scatter single flowers among the garments. The contrast between the rich, red flowers and the white merchandise makes a fine effect. Stem 16 in. long, rose 4 in. in diameter, 2 leaves to stem.

Dozen, $0.50. Gross, $4.80



No. 2424. Carnation

The finest made and especially appropriate for the white sale display. Use a large bouquet or basket of these flowers in each window and place a single blossom on each garment. Stem 13 inches, flower 3 inches in diameter, 3 leaves to stem. Any color to order. Red or pink are recommended.

Dozen, $0.15. Gross, $1.50

Always Mention Color When Ordering

Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago

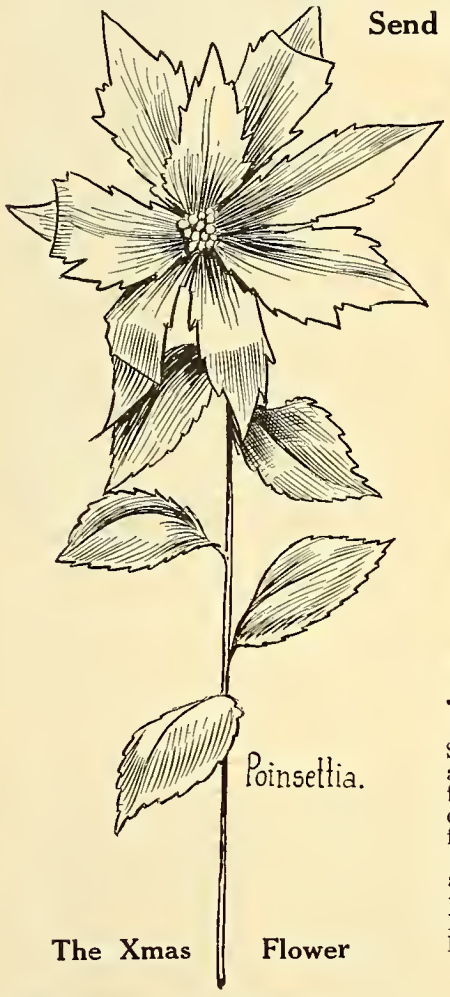
White Sale Windows

Will Sell More Merchandise If They Are Decorated with Botanical Flowers

Decorations for White Sale windows are now being used by every progressive merchant. For the coming season we have prepared a beautiful line of new white sale decorations. These flowers have been designed and made especially for this purpose and they will meet with the approval of every display man.

They are well made, beautifully tinted and surprisingly inexpensive.

These special flowers for White Sales cover a considerable variety, including apple blossoms, roses, carnations, wisteria, etc. A few dollars spent on these flowers will give life and beauty to your windows and insure the success of your White Sale. Business will be good in January if you go after it—get ready now.



The Xmas Flower

Send for Our Special Circular of White Sale Flowers



Japanese Apple Blossom Spray

This is one of our special 1915 White Sale specialties. The picture gives but a poor idea of this beautiful spray. The flowers are carefully designed and the coloring is perfect. Harmonizes perfectly with white goods.

Spray is 18 in. high with 27 blossoms and 12 leaves. Stems are carefully wound.

Per doz. sprays.....$ 2.00
Per 100 sprays..... 15.75

Send for Sample Blossom



Velvet Poinsettias—Best imported Single flower on 19 in. stem with 3 leaves and rich foliage. Doz.....**$1.00** Gross...**$10.25**

Paper Poinsettias—Excellent quality with 5 in. stem without leaves.
Per 100.**$2.75** Per 1000.**$23.75**

These are special values to clean up our big holiday stock. If you have not already ordered, this is a chance to save money.

RED PAPER BELLS

Best Quality

7 in. diam.,	3 doz. in box.	Doz. $ .30	Gro. $ 3.00
11 in. diam.,	2 doz. in box.	Doz. $ .50	Gro. $ 5.50
14 in. diam.,	2 doz. in box.	Doz. $1.00	Gro. $10.00
18 in. diam.,	1 doz. in box.	Doz. $1.50	Gro. $15.00
20 in. diam.,	½ doz. in box.	Doz. $2.50	Gro. $25.00

Special Holly Vine—Good quality, fine green leaves and bright red berries. 12 leaves and berries. Doz.....**55c** Gross.....**$5.75**

With 18 leaves and berries. Doz.....**85c** Gross.....**$8.50**

With 24 leaves and berries. Doz....**$1.10** Gross....**$11.50**

These vines are a big bargain to close out our stock.

Send now for our latest circular—it will save you money

The Botanical Decorating Co., 504 S. 5th Ave., Chicago

A Cheerful Shopper Is a Good Buyer

Smiles and Smilax go together.

What You like to see in church and home, Your Patrons like to see in Your Store.

Hence, in the happy holidays of the Fall and Winter season, the touch of green —the Evergreen—is cheerful, artistic, appropriate and appreciated.

Beaven's

Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive.

Write NOW!
RIGHT Now.



Southern Wild Smilax and Long Needle Pine

Smilax

The use of Southern Wild Smilax with Long Needle Pine and Magnolia foliage, gives an effect so refreshing—so evergreen—and at such slight cost, that not to use it is extravagant negligence.

ORDER NOW.
RIGHT NOW.

If you have never used our evergreens, or do not understand their use or quantities needed, please send me dimensions of your show windows and store front, and I will be pleased to advise you.

Plan your decorations and book your orders early.

Partial List of My Evergreen Specialties.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.

You can easily work Magnolia into countless attractive designs. "We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....$1.00	No. 3.....$3.00	No. 5.....$4.00
No. 2..... 2.00	No. 4..... 3.50	No. 6..... 5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

5-lb. box.....$0.75	40-lb. box $3.00
15-lb. box..... 1.25	60-lb. box 3.50
25-lb. box..... 2.00	

		Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft.	10c	$1.00	$6.00
As beautiful as palms in decorations.	3 ft.	15c	1.50	9.00
	4 ft.	20c	2.00	11.00

CHAMAEROPS PALM LEAVES
SABAL PALM LEAVES — 25c per doz., $2.50 per 100.

		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft.	15c	$1.50	$11.00
Our native palm plants with their roots removed.	4 ft.	20c	2.25	15.00
	5 ft.	25c	3.00	20.00

SOUTHERN GREY MOSS — 25 lbs. sack, $3.00.

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express rates, 25 per cent less than regular merchandise rates.

Beavan's Fadeless Green Sheet Moss, to cover the floors of your show windows, per bag, $4.00.

Prompt Shipment

Edward A. Beaven
Evergreen, Alabama

By Fast Freight Express or Parcel Post



Proper Equipment the Best Defense against Competition

THOUSANDS of small-town and suburban stores are worrying over the competition of the mail order houses and the big city department stores. They are working over the proposition of meeting this competition. Obviously they cannot compete along catalogue or newspaper advertising lines. What can be done—and is being done—is to make the most of the natural advantages of the community store. To do this you must have an attractive store with up-to-date equipment that not only protects but displays the merchandise. Proper equipment has solved the problem for hundreds of merchants. It might do as well for you.

WELCH-WILMARTH equipment is being manufactured in a big way, and along standardized lines. That means the greatest possible value for the money, and a moderate investment. We can give you all the latest improved ideas, including revolving wardrobes, interchangeable unit fixtures, and many exclusive features.

LET us tell you about some of the stores, in your section, where we have furnished the equipment which brought an increase in business. Without any obligations on your part write for catalogues showing equipment you are interested in—or visit one of our many showrooms. We have a representative near you, and one will call on request.

WELCH MANUFACTURING CO. WILMARTH SHOW CASE CO.

7 Lyons Street GRAND RAPIDS, MICHIGAN 1524 Jefferson Ave.

(Wardrobes licensed under Smith Patents)

New York.....20 West 30th St.
Chicago..233 West Jackson Blvd.
Boston.....21 Columbia St.
St. Louis..1118 Washington Ave.
Minneapolis.....27 N. Fourth St.
Des Moines.....Shops Bldg.
San Francisco.....576 Mission St.
Pittsburgh.....406 House Bldg.

Made In Grand Rapids Made In Grand Rapids Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

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DECEMBER 1914

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A SOUTHERN STORE

FOUNTAIN'S BIG BUSY STORE IN GREENWOOD, MISS. HAS AN UP-TO-DATE BUILDING EQUIPPED WITH FIXTURES THAT CONSERVE SPACE AND MAKE SELLING EASY

A CAREFUL SUMMARY of the business situation seems to justify the prediction that the year 1915 will be one of marked activity in retail store building and improvement. Every indication points to the fact that we are not on the eve, but in the midst, of a big improvement in conditions, and there is every reason to believe that this improvement will continue and gain in force indefinitely.

For several years the business situation has been unsatisfactory. At the beginning of 1911 business suffered a general decline. From that time until the middle of 1913 it went through a series of ups and downs, sometimes being slightly above and sometimes below normal. During the summer of 1913 it went below normal and has remained there ever since. The lowest level was reached last July, just before the war started, and not after, as is generally supposed. What effect the war has had upon business as a whole is not easy to determine. At any rate, there has been a slow but steady gain since the beginning of August. August showed a slight improvement over July, and September was better than August. Each succeeding month has shown an additional gain, and even the most conservative forecaster will admit that there is every prospect that the beginning of 1915 will see business in fully normal condition. Already many improvements in retail stores are going forward, while others are being planned. It will be a busy years for fixture manufacturers and store outfitters. New buildings will be put up and others will be overhauled, remodeled and re-outfitted.

Only a few years ago the average merchant was extremely reluctant when it came to spending money for improvements. Old buildings, old fronts, old show cases and fixtures were made to serve long after their real usefulness had passed, and it will have to be admitted that there are still a few penny-wise merchants who still follow the same misguided policy of holding off until the last possible minute before spending a cent for improvements. These, however, are in a very small minority. Times have changed and merchandising methods with them. Modern merchants appreciate the importance of modern methods and modern equipment. They are ready and willing to make the necessary investments that lead to better business and more of it. A bright, attractive store is a business asset that is worth whatever it must cost to get it. Good fixtures that save space and make buying easier are as much of a necessity as good merchandise.

Even though a merchant might not want to spend the money necessary for good equipment, he must do so whether it pleases him or not. It is business suicide not to. The buying public today demands good service, and good service implies good equipment. There are very few towns of any size in which there cannot be found at least one store that gives its customers good service.

Our diagrams and pictures show the layout and arrangement of a recently built store in the South. It is Fountain's Big Busy Store in Greenwood, Miss. The building is 60x100 feet and three stories high. All three floors are occupied by the store and plans of two of them are shown here. Instead of having a basement salesroom, household goods and similar lines are carried on the third floor. This plan has a decided advantage in the matter of light, ventilation, etc.

The exterior of the store has a decidedly pleasing appearance, being simple and substantial with just enough dignified decoration. The appearance of the front is enhanced by a permanent awning extending across the entire face of the building. The show windows are large and well built, with metal frames, etc. Wm. R. Chandler, advertising and display man-

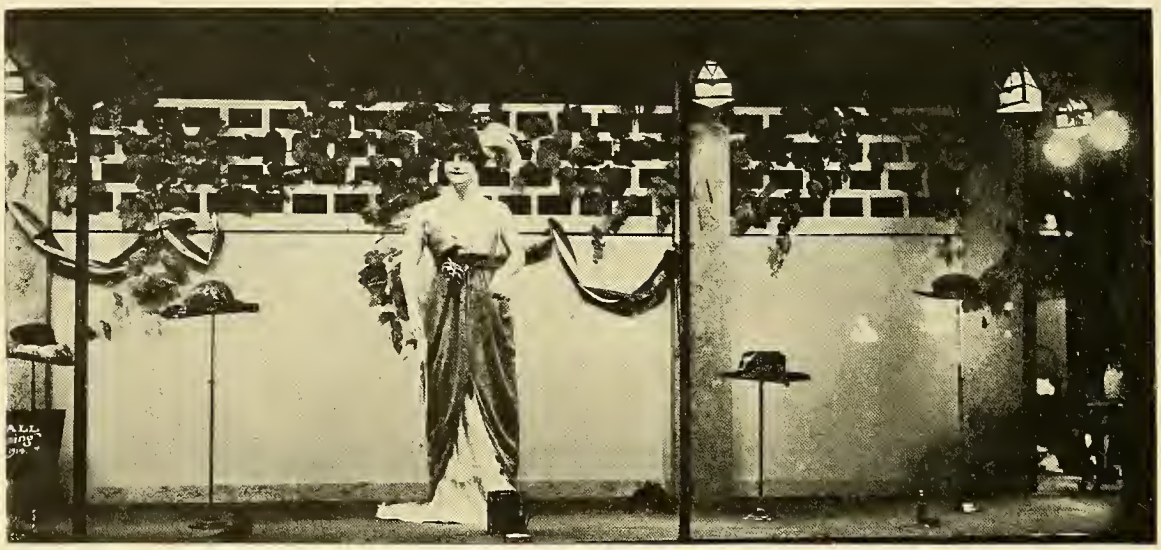
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THE FOUNTAIN STORE IS HOUSED IN A HANDSOME MODERN BUILDING. THE MANY WINDOWS FURNISH PLENTY OF DAYLIGHT.



THIS IS THE VIEW ONE GETS WHEN HE ENTERS THE STORE. THE STAIRWAY SEEN IN THE REAR LEADS TO THE REST ROOM.



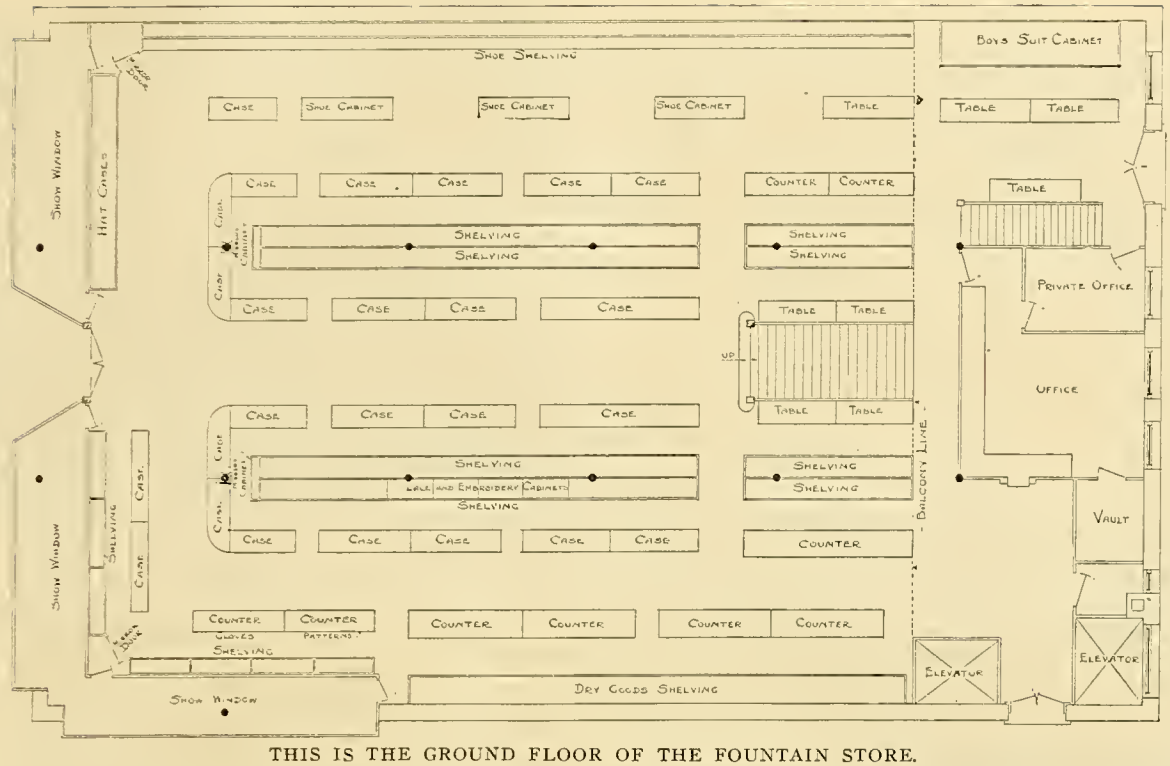
THIS IS ONE OF THE LARGE SHOW WINDOWS OF THE FOUNTAIN STORE. THERE ARE TWO WINDOWS LIKE THIS IN FRONT AND ANOTHER LARGE ONE ON THE SIDE OF THE BUILDING.



THIS SHOWS PART OF THE SUIT SECTION ON THE SECOND FLOOR. ON THE RIGHT HAND SIDE ARE SEVERAL COMMODIOUS FITTING ROOMS.



A VIEW OF THE DRESS GOODS SECTION LOOKING TOWARD THE FRONT OF THE STORE. THE SHOW WINDOWS HAVE COLORED ART GLASS AT THE BACKS.

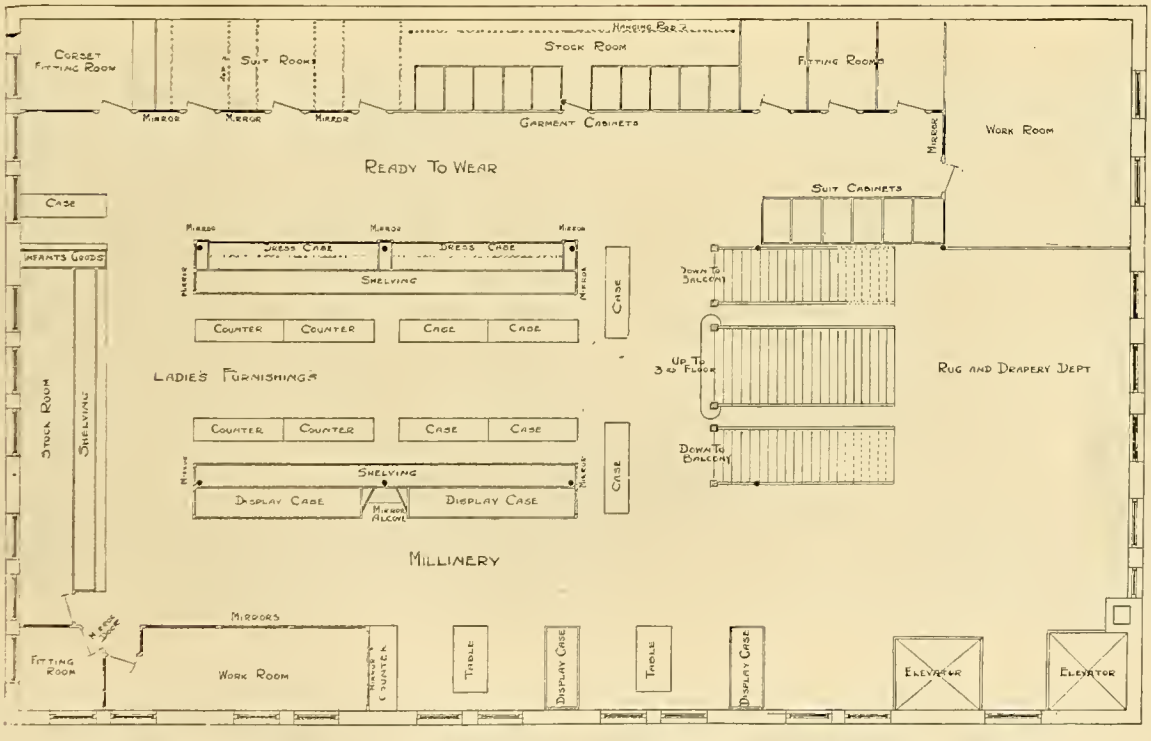


THIS IS THE GROUND FLOOR OF THE FOUNTAIN STORE.

ager, keeps the windows attractively trimmed at all times. One of the illustrations shows a fall opening display recently put in by him. There is a large display window on the side of the building.

Upon entering the store, one steps into a wide central aisle that extends back to the stairs leading to the balcony and second floor. This aisle is more than seven feet wide. At either side is a slightly narrower aisle. At the head of the stairs, in the balcony, is a large and handsomely furnished rest room. It is fitted with writing desk, easy chairs, lounges, a piano, lavatory and many other conveniences. One of the pictures gives a view of one end of this room. Along the main aisle, on the left side, are jewelry, neckwear, stationery, ladies' and misses' underwear. On the right side are notions and hosiery.

Turning to the left as one enters the store, there is the ribbon department, which is back of the show window. Next, along the side, is the glove section, and after this comes the pattern section. Back of this,



SHOWING THE LAYOUT OF THE SECOND FLOOR. NOTE THE WIDE AISLES.

drygoods shelving and counters extend clear back to the elevators. Across the aisle are kept cotton dress goods, linens, laces, embroideries, trimmings, buttons, etc.

To the right of the door on entering are the hat cases, and the entire side back to the balcony line is occupied by shoe shelving. Under the balcony on this side is the boys' clothing section. The garments are kept in cabinets, in front of which are tables. The men's wear section is opposite the shoes. Under the balcony are the private and general offices.

On the second floor are carried women's suits and furnishings, corsets, etc. The diagram shows the lay-out of this floor quite plainly. It will be noted that there are plenty of fitting rooms of commodious proportions. There are also two good-sized work rooms and two stock rooms. The latter are placed behind shelving or garment cabinets. From the plan it will be noted that there is an abundance of aisle room on this floor.



THE REST ROOM IS LARGE AND COMFORTABLE.



HOUSEHOLD GOODS ARE CARRIED ON THE THIRD FLOOR.

All of the fittings of the lower floor are of oak finished in a rich golden color. The second floor fixtures also are of oak, but the finish is a silver gray. Numerous windows on three sides give this store an abundance of daylight. A built-in or concealed sprinkler system is used throughout htis store. This is a considerable improvement over the old system where the pipes are displayed conspicuously.

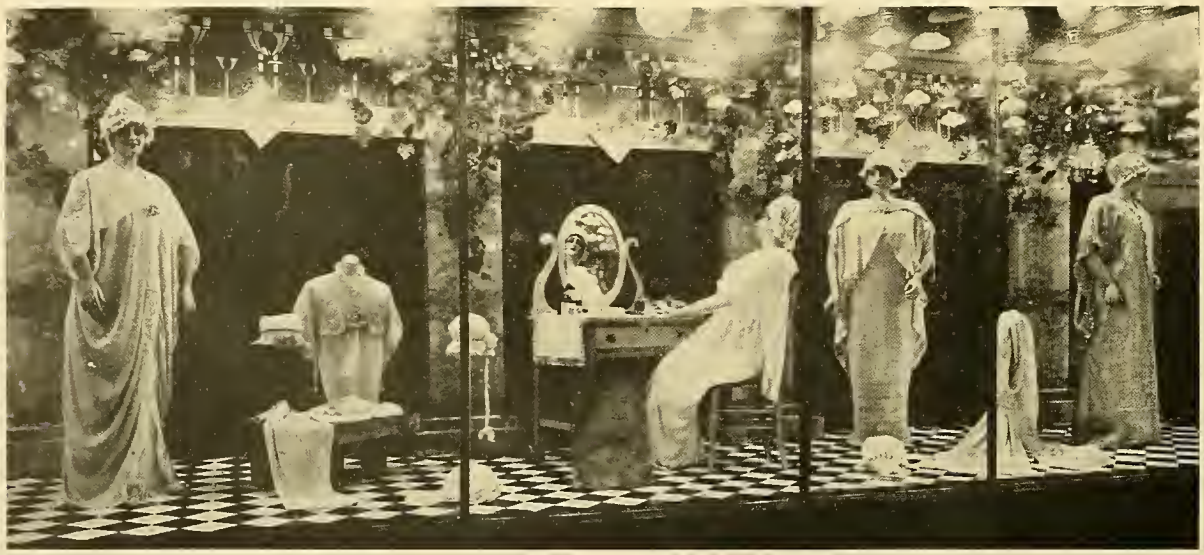


Plate No. 9051—A Display of Lingerie by J. Bornstein, for Redlick's Department Store, Bakersfield, Cal.

The background of this display was a drak red curtain. This was relieved by onyx columns, with the tops finished in gold. The columns were covered with onyx paper and gold grapes and vines were entwined. Midway between each pair of columns was a diamond, with the store trade-mark in relief. This background was used in all of the windows during a recent opening. The floor was finished in tile. The show card was set in an onyx slab effect. The low plateau at the left was made of old boxes, covered with onyx paper. Further details are unnecessary.

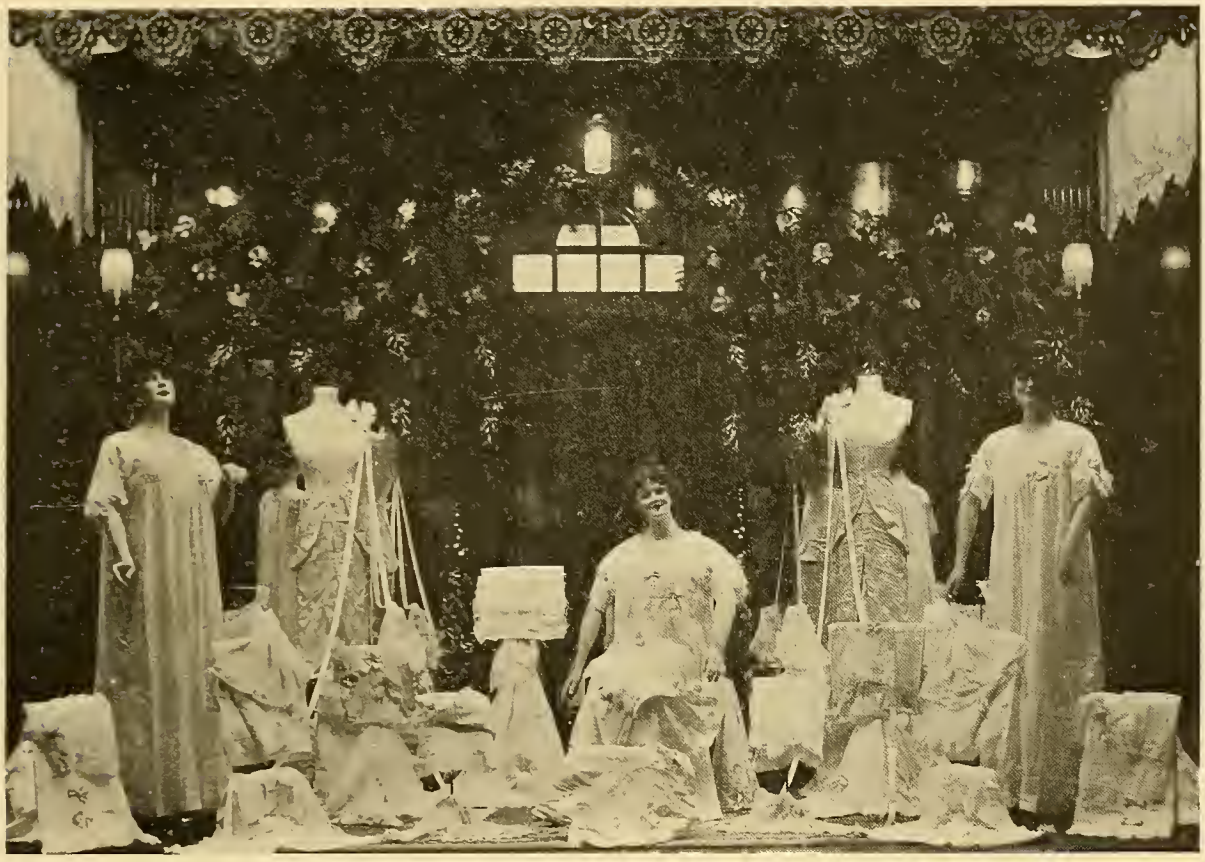


Plate No. 9052—A White Goods Display by E. F. Swank, for Louis Bischof, Crawfordsville, Ind.

This is quite an attractive display of muslin underwear, etc. The background is a combination of hardwood and mirrors and this was relieved by the lavish use of flowers of various kinds, combined with thick foliage. The arrangement of the merchandise was quite pleasing. This is a vestibule show case.



Plate No. 9053—A Display of Muslin Underwear by Harry Heim, for The Marston Co., San Diego, Cal.

This is a simple little display for a January White Sale. The garments were shown in a somewhat unconventional way over various fixtures, forms and pieces of furniture. A wardrobe trunk at the left end of the window helped to show a considerable number of garments. Toilet articles of various kinds were shown on the floor and elsewhere. Life was given to the display by means of a large bouquet of handsome roses placed upon a stand at the right. A bow of ribbon was tied to the vase with a streamer extending over the floor.



THIS DISPLAY IN THE WINDOW OF H. LIEBES & CO., SAN FRANCISCO, ATTRACTED MUCH NOTICE.

An Automaton Display

LIVING MODELS have been used so extensively in connection with opening displays that they have long since ceased to be a novelty when employed in the customary manner. If an element of real novelty is introduced, however, they draw the crowds as well as ever. This was demonstrated in the handsome window that is shown in the illustration. This is one of the large and unusually handsome windows of H. Liebes & Co. of San Francisco. It was decorated by C. E. Green, the display man for this establishment. The seated figure is a living model who specializes upon the impersonation of a wax automaton. The fact that this photograph was a night exposure of at least fifteen minutes demonstrated that she can sit still.

Mr. Green designed the setting of the window with the view of giving the automaton the greatest possible prominence and, as this house makes a specialty of fine furs, these were used in the decoration of the platform. In addition there were ferns and an enormous bouquet of chrysanthemums. The model made

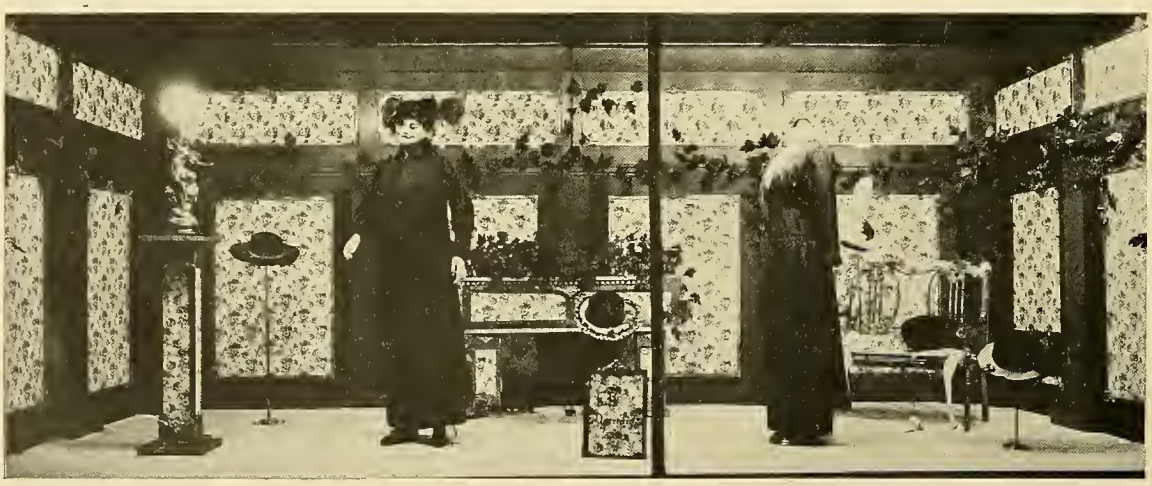


Plate No. 9054—An Opening Display by Clarence E. Duff, for J. Katzenstein & Co., Marietta, O.

This is one of a number of windows that were decorated in the same general style, although the color effects were different. The background was of brown bird's eye maple with panels of white filled with a yellow and brown floral design and framed with gilt, having ornamental corners and top. To the left was a pedestal in the same panel design finished in gold on which was a statue holding a lighted globe. In the middle was a flower box, also finished in the same general style. This was filled with nasturtiums. To the right was a gilded settee upholstered with the same material used in the panels. Two figures were used. On one of them was displayed a green broadcloth and satin suit and on the other a green charmeuse dress.



Plate No. 9055—An Interior Decoration by Carl W. Ahlroth, for The Union, Columbus, O.

This picture shows a scheme of decoration used over the elevator. A framework of rough boughs in rustic construction was made in sections. This was covered with a profusion of foliage and flowers.

four appearances in the window in the morning and four in the afternoon. Each time she remained in a motionless pose for fifteen minutes and with each appearance she had en entirely different make-up showing suits, coats, furs, dresses, hats, etc. The firm was highly pleased with the results of this experiment, as there were crowds in front of the window all of the time during the three days' display. The people attracted were of a very good class of trade and not so many men as might have been expected.
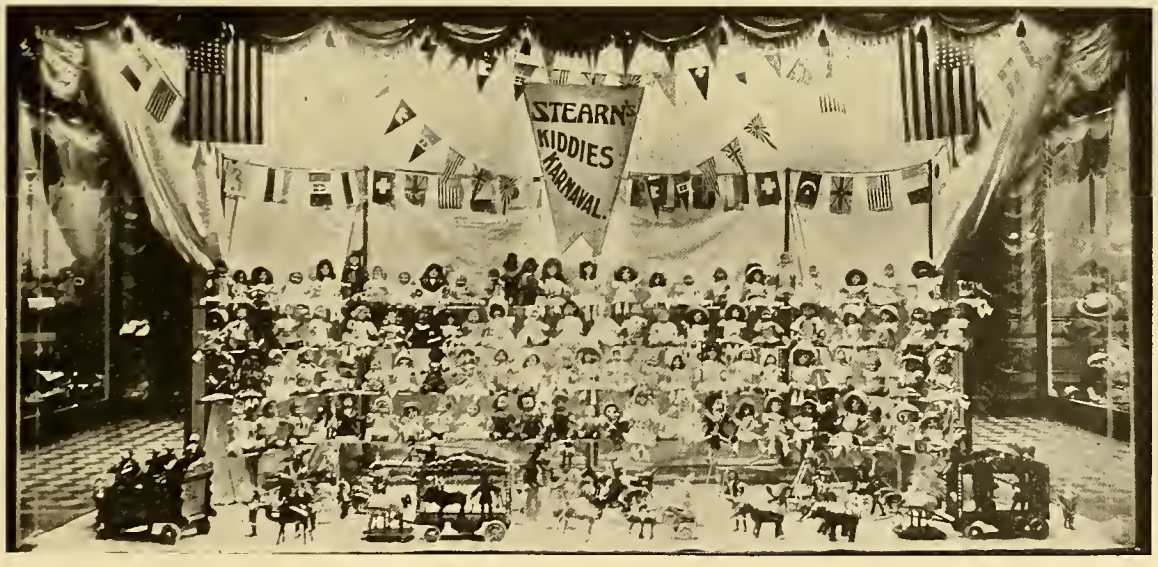


Plate No. 9056—A Doll Display by The Stearn Co., Cleveland, O.

This display was made in a large vestibule window. It was put in on the occasion of a doll carnival prior to the holiday season. It will answer, however, just as well for a holiday display and the cost of installing it would be very small. The scene represents a circus and in the foreground a large variety of animals and circus toys are shown on the floor. Back of this are tiers of circus seats, on which there were seated dolls of every description. The decorator in this case is to be congratulated upon selecting all the dolls of practically the same size, as it is customary in windows of this sort to see everything from life-sized dolls down to the smallest sizes, which makes a rather peculiar effect.

CONNECTING UP

THE LOCAL RETAILER SHOULD MAKE MORE OF THE OPPORTUNITIES OFFERED BY THE PUBLICITY OF BIG NATIONAL ADVERTISERS—LINKING SHOW WINDOW AND MAGAZINE ADVERTISEMENTS

LAST MONTH, in towns and cities all over the United States, there was conducted the first general window advertising campaign of nationally advertised, American made goods. Through the co-operation of national advertisers, publishers and local newspapers, retailers were encouraged to fill their windows with merchandise that has been placed forcibly before the public through the various advertising mediums. The campaign on the whole was a success and the results were satisfactory considering the fact that this was the first attempt at a tremendous undertaking.

The war in Europe was responsible for "Made in America Week," as it was called. The upheaval of Europe has practically paralyzed the trade in most foreign made goods and American manufacturers have seized the opportunity to do some really constructive work that should have been done many years ago. That they chose the show window as the medium through which to reach the public is only another indication of the importance that is attached to this form of publicity when quick results are wanted. The fact we wish particularly to call attention to is that this is the first big general campaign that has ever been conducted with the view of hooking up national advertising as a whole with the retailer's show window. This should have been done many years ago.

Obviously it is to the advantage of the manufacturer and the retailer alike to co-operate in every way possible. That they have not done so seriously in the past is probably through the fault of both. Whether or not they will work together more closely in the future remains to be seen. The trouble with the average manufacturer is that he takes for granted that the retailer will play up his product in the show window. This the retailer may or may not do, according to circumstances. One thing is certain, the manufacturer would get much better window representation if he were less inclined to take display for granted and more inclined to study out the show window from a practical point of view, considering the retailer's interest as well as his own.

There are some few manufacturers who are co-operating with the retailer in an intelligent way and getting excellent results in the matter of show window display. These have gone into the matter thoroughly and have taken the trouble to find out just what the retailer wants and can use for his windows. There are but few manufacturers, however, who have taken this trouble. The rest have

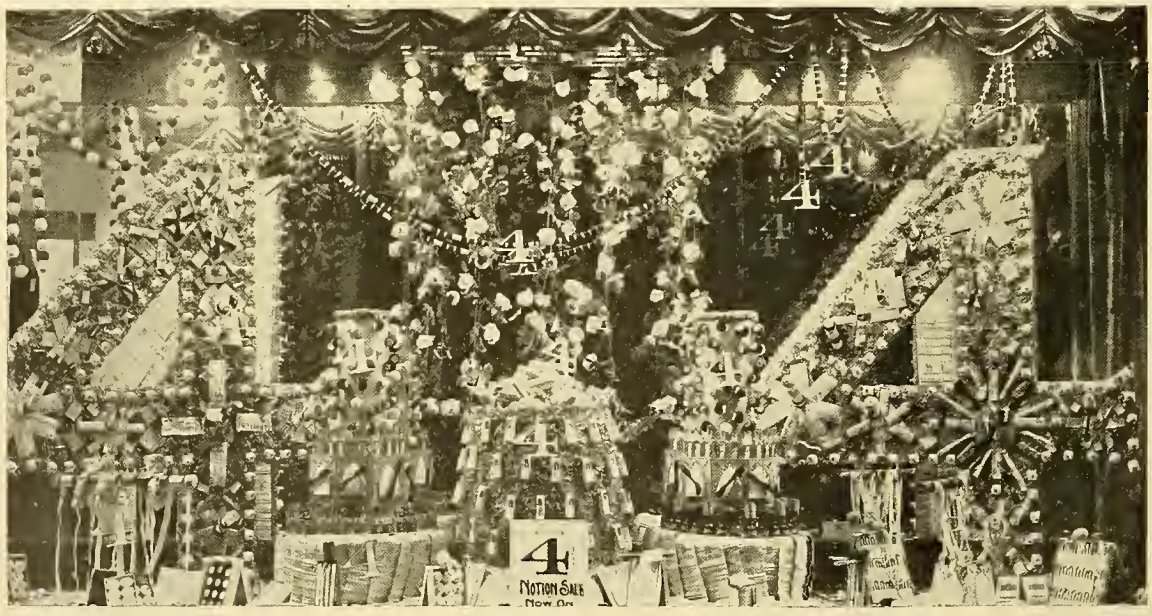


Plate No. 9057—Notion Display by Victor Carson, for L. H. Field & Co., Jackson, Mich.

Right after Christmas many stores will put in displays of notions, and the picture above shows a good idea for this kind of a display. This display was intended to feature a 4-cent sale of notions. At either side was a large board figure 4. This was covered with close puffing and both the back and front were filled with notions. Covering the back with notions was made necessary by the fact that the figures stood some distance out in the window and the reflection of the rear side was distinctly visible from the front. Strands of artificial flowers were used to cover the background and further decoration was made by means of long strands of spools of colored thread, strung together and hung in fetsoons. There were also festoons made of colored and white balls of darning cotton. A great variety of notions was shown in this display and large sales resulted. It cost very little to install.

prepared for the retailer the sort of displays *they* think he should have. The consequence has been that a lot of money has been spent by manufacturers for display settings that have never reached the windows. The manufacturer should know just what the retailer wants and will use or it is quite likely that any money spent for window trims will be wasted.

On the other hand, the merchant often is blind to the opportunities offered him by the manufacturer. For example, there are but few who make



MAKING USE OF NATIONAL ADVERTISING.

any systematic effort to take advantage of the big national advertising campaigns. An advertiser may spend many thousands of dollars in putting his product before the public through the medium of popular magazines. He does everything possible to create a demand, while the retailer simply sits down and waits for people to come and call for the goods. In many cases he could easily double the efficiency of the advertising so far as his own store is concerned. People are influenced to buy through the advertisements they read in the *Saturday Evening Post* and similar publications, but what good will that do you, Mr. Merchant, unless these people know that *you* have these advertised goods to sell? Would not the efficiency of the advertising and your sales be helped if you had a window display of the goods in at the same time the ad appears?

That is where the co-operation should come in. The manufacturer should furnish the retailer with a set of proofs giving him advance information as to in what mediums and when the advertisements are to appear. This gives the retailer a chance to make some sort of a showing at the time the advertisement is being read. Some manufacturers do this. Their whole advertising campaign for a year is planned in advance and proofs of all of the ads are printed with dates and the names of the magazines in which they are to appear. These proofs are sent to the retailer as advance information, and if he is wise, he makes good use of them. Frequently all that is necessary to connect the store with national advertising is a show card and a small display. If there is no room for a window display, make one in a case or elsewhere in the store, but do not let the opportunity pass without making some use of it.

We show here a card that illustrates this idea. This card was made by George Scott, display man for the Star Clothing Co., of Grand Rapids, Mich. The Star Clothing Co. carries the Signal shirt, and when these advertisements appeared in the *Saturday Evening Post,* Mr. Scott cut them out. He put in a window display of the shirts and used this card, which was a half sheet of bright yellow board, lettered boldly in black and red. It was not intended to be a "pretty" card, but to compel attention. It did compel attention and sold a great many shirts. There can be no doubt that the little ads pasted to the card served to influence many buyers.

Opportunities such as this to connect national advertising with the goods in your store arise continually. In any magazine you will find advertised not one but many articles carried by your store, so it is just a matter of picking out those you can use to the best advantage. It is not necessary to make a big display nor to spend a lot of money—all that is required is to have a card that will establish the connection between the advertisement and your merchandise. Most people are strongly influenced by the advertisements they read in their favorite magazines. This is especially true of the high class periodicals which have the reputation of advertising only reliable goods and limiting advertisers to the exact truth in all their statements.

National advertisers also use local newspapers to a considerable extent and these advertisements can be used in the same way. Little schemes such as are suggested here are only a part of the big game of retailing. It is simply a matter of taking advantage of every legitimate opportunity that presents itself. And it is the business of the display man or show card man to look out for these opportunities and make the most of them.



Plate No. 9058—By Leslie D. Slack, for Benesch & Pierce, Breckenridge, Minn.

Here is a little display of dolls and other toys that was put in at comparatively small expense. The background was in light green stone effect and at the top was a long horizontal panel with a design cut from white cotton flannel, which was placed in front of a background of orange. The shading of the houses in the foreground was in black. Cotton batting was used to produce a snow effect, and this was sprinkled liberally with silver flitter. The floor was covered with white plush. The arrangement of the toys requires no description. This was one of a series of windows treated alike.

Display Racks

THE MERCHANT who is up-to-date always tries to find just how effectively he can display his merchandise. One of the ways offered is to build racks, trays and display tables that will bring to the purchasers' attention just the special lines of merchandise that are to be sold at the particular season when they are of greatest value. For building these racks and display fixtures, wall boards play an important part. Any good composition board may be used for making trays, cabinets and racks that are unusually attractive and fine.

In the first place, wall board display racks are durable, as the boards themselves are strong and well constructed, and can be made into racks that are very dependable. In the second place, these racks and display fixtures are movable. As wall boards are light, the pieces made from them are naturally very adaptable and convenient to handle, and can be piled up or laid away when they have to be discraded for the season or temporarily laid aside for any reason or purpose. In the third place, wall board display racks may be made a standardized form and size, and the sides, bottoms and fronts may be so used that there is absolutely no waste in enlarging or in making smaller these display fixtures; that is, they may be built up in units, which may be combined as needed.

The greatest advantage of using composition board for store appliances of this nature, lies in that fact that it may be easily handled. It can be readily cut by a knife or sharp saw and easily bent or turned into desirable shapes. Its adaptability and ease of applying are to particular advantage to the merchant who does not have a professional window dresser in his employ upon whom to call at any time. In fact, wall boards may be used to very good effect by the amateur trimmer, and always prove of advantage when the device or appliance is completed.

Wall boards are particularly advantageous from the point of beauty of surface. They can be decorated to good effect at a minimum cost with water or oil paints and can be retouched by means of stippling or stenciling or just a band of passe partout in some color. The surface of composition board has a good finish and is broad and strong, possessing many advantages over a surface made of matched boards. In fact, wall board with all its attractiveness, is practically less in price than many of the especially finished papers and other fancy pastel surfaces which can only be used once and then thrown away, for above all things wall board is a permanent material.

In explaining the uses of wall boards for display fixtures, it should always be borne in mind, however, that for walls and ceilings this product has a particular and distinct advantage, especially for the merchant. They are sound-retarding, fire-resisting and non-conductive of heat and cold. The merchant who buys this material for use in making display fixtures will find it of particular benefit when he comes to remodeling his store.



Plate No. 9059—An Interior Display by E. D. Pierce, for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This is a display made by using curved strips of wood bent into semi-circles and fastened above the tops of the shelving. The lower parts of these arches were hung with handkerchiefs attached by the middle, and on the faces of the arches were handkerchiefs shown in various folds. This treatment was used throughout the handkerchief department.

Made in U. S. A.

PLANS ARE BEING MADE upon a big scale to popularize the national trade-mark "Made in U. S. A." and, as is generally the case when any commercial proposition is to be put before the public in a big way, it is to be accomplished principally through the show window of the retail store. A national commis-



sion has been formed with the purpose of getting a closer co-operation with the retailer in the matter of window display for merchandise made in this country. One of the members of this commission is George E. MacFadden of Scranton, Pa. who is well known to every reader of this journal. Mr. MacFadden is thoroughly familiar with every phase of window display, and his wide and varied experience will prove of the utmost value in a movement of this kind. He states that it is the intention to secure the co-operation of retail merchants in all parts of the United States in displaying and pushing goods made in this country. Plans are now being perfected to hold a "Made in U. S. A." week in the near future. During this week as many retailers as possible will be induced to display goods with some sort of trade-mark indicating that they are "Made in U. S. A." Mr. MacFadden submits the accompanying sketch as a good trade-mark for American-made goods. The design has the advantage of simplicity, which is highly essential in any trade-mark that must be used on thousands of articles that are altogether different in size and character. Such a design as this could be stamped on a knife blade or stenciled upon a piano with equal facility. Associated with Mr. MacFadden in this big work will be display men, advertising men, manufacturers and merchants of national repute.

TO ADVERTISE the coolness of their summer shoes, Burt's shoe store in Norfolk, Va., had a pair of white pumps frozen in the middle of a 300-pound cake of ice.

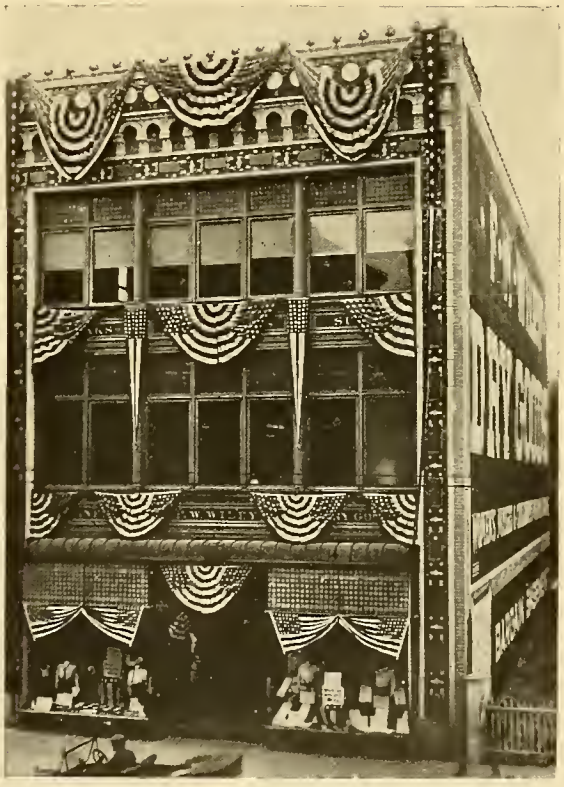


Plate No. 9060—An Outside Decoration by W. E. Denny, for F. W. Wiley, Glens Falls, N. Y.

This patriotic decorative scheme was designed and put into effect by Mr. Denny on the occasion of a "Made in America" sale, which was recently held at this store. The flag arrangement is quite pleasing and the whole effect was excellent. In the windows, which cannot be seen distinctly, only goods of American manufacture were shown. These were also decorated with flags and American colors.

NOTES FROM NEW YORK

AMERICAN STYLES DEMONSTRATED BY HERMAN FRANKENTHAL IN ALTMAN'S WINDOWS—BETTER FEELING AMONG DISPLAY MEN—GETTING READY FOR THE HOLIDAY TRADE—OTHER NOTES OF INTEREST

F. F. Purdy

THE idea of the greater use of styles created in America still persists. Supplements come out in the newspapers devoted to American styles, and exhibitions of American styles are being held. An exhibition of this kind was recently held in the Ritz-Carlton Hotel, with designs of gowns by our own designers, worked out by American dressmakers. Mr. Frankenthal, of Altman's, draped all the figures in one case with the products of an American silk house. Speaking of styles originating in this country, we would respectfully propose for entry almost any collection of Mr. Frankenthal's drapes in the Altman windows. Many of them have been copied several times over by various dressmakers who get a lot of ideas at the Altman Fifth avenue front. At the display mentioned in the Ritz-Carlton there were some thirty models of gowns by American designers and American dressmakers, and stout champion of Paris styles that he is, Mr. Frankenthal admitted his surprise at what our countrymen could demonstrate in real taste and originality in dress.

The Display Managers' Club held their monthly dinner and meeting at the Grand Central Hotel on November 2. Two new members were elected from Brooklyn and one from New York. After due consideration of the busy time all the display men will have in December, it was resolved to postpone the annual dinner and dance that had been scheduled for December until after New Year's.

Among recent visitors to New York in the decorative field have been Mr. Pierce, display manager for Sibley, Lindsay & Curr, Rochester, N. Y.; Jerome A. Koerber, of Strawbridge & Clothier, Philadelphia; M. P. Staulcup, manager of the "window display advertising department" of the Burson Knitting Co., manufacturers; W. F. Ried, of Kaufmann-Baer Co., Pittsburgh; and J. Boyce, of the house of Rosenbaum, Pittsburgh, which is putting up a new building. Mr. Boyce is working out the best fitting up of the windows especially the backgrounds, and was arranging, while here, the details of the woodwork of the backgrounds, finish, etc. We understand that the display men generally are making about their usual preparations for pre-holiday decoration, and that the unusual conditions of the present are not affecting their activities along this line. When a big business movement like that of Christmas shopping is in progress nobody evidently feels that it is business to curtail the breadth of their public appeal. Hence we shall doubtless see the customary use of the holly, oak



Plate No. 9061—A White Sale Window by Bert A. Smyser, for Stone Fisher Co., Tacoma, Wash.

This picture shows a Christmas setting that was converted into a white sale background simply by removing holly, tinsel, and other suggestions of Christmas, and substituting snow balls as a decorative feature. For the Christmas setting the oval was filled with a winter landscape, and this was covered with the sign, "January Sale of White."

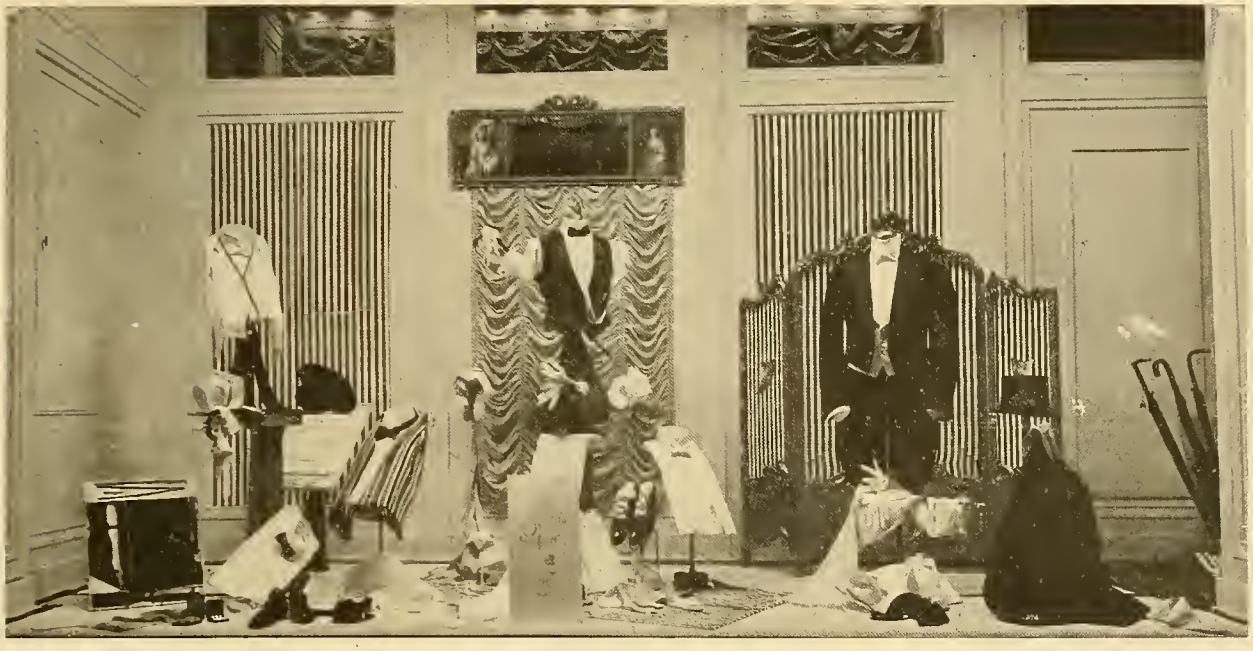


Plate No. 9062—Display of Men's Evening Wear by Harry H. Heim, for The Marston Co., San Diego, Cal.

Here is shown a very effective evening wear display, treated throughout in black and white. The background is of white enamel and for this occasion two panels in black and white striped silk were inserted. The third panel was a French shade, on the top of which hung a French mirror. The floor was white felt and a screen to match the black and white panels was used with good effect. A complete line of men's evening wear was shown.

leaves, poinsettias, Kris Kringle heads, etc., during the pre-holiday shopping period.

Here is the wording of a card that the J. B. Greenhut Company places in every package going out from "The Big Store":

RESPONSIBILITY.

We hold ourselves personolly responsible for both the volue and the price of each orticle sold on this check, ond consider this recognition of responsibility os a personol pledge to our customers that in turn merits their confidence in us.

J. B. GREENHUT, *President.*
B. J. GREENHUT, *Secy. ond Treos.*

There is a psychology to the above that merits careful thought by any merchant. There is no volume of business that is secured with greater economy than that which comes from confidence. You can advertise for confidence, but where confidence exists, in values and in treatment, no expenditures for advertising usually are necessary. Confidence in the trustworthiness of a house is the greatest asset. The advertising of prices cannot of course be overlooked, but the confidence behind the reading of the price announcements re-enforces the argument, and in myriads of cases brings the customers to supply their wants irrespective of advertised offerings. It is significant that The Greenhut Company makes this potent argument along this line, and it carries its own suggestion to merchants everywhere.

Mr. Allert, display manager for R. H. Macy & Co., is a great believer in the fraternity of display men, and welcomes the holding of their next national convention in New York, when the New York display managers will take pleasure in extending all possible courtesy to visitors to their stores during the convention. The Display Managers' Club of New York is primarily a social organization, and as Mr. Allert says, "All jealousies have disappeared, and the situation among the head men has been greatly improved. Time was when any display manager who wanted to get a line on what another concern was doing in the windows would sneak around and take a look, very careful, perhaps, to avoid being seen. Now we call each other up on the 'phone and announce that we are 'coming over,' and a good reception is always in store for the visitor. We recognize the ability in one another, for the professional criticism is different from that of the layman, for the layman's criticism is but a matter of his own taste. When we get a criticism from a man who knows, we respect it. Knowing that we may be called upon by our professional brethren at any time, we are all doubtless more careful than ever to have our work as far as possible beyond criticism. Thus the organization tends to elevate the profession, and we get a great deal of enjoyment from the socitl side. We hope at no distant day to have a clubroom, with trade and general magazines, pool and billiard tables, and rooms to let for club members whenever they stay in town, or to visiting decorators when they come to town.

Mr. Tischman, display manager for James Mc-



Drape 1.



Drape 2.



Drape 3.



Drape 4.



Drape 5.



Drape 6.

THESE ARE REPRODUCED FOR A SERIES OF BEAUTIFUL WATER COLOR SKETCHES BY HERMAN FRANKENTHAL FOR B. ALTMAN & CO. OF NEW YORK. MR. FRANKENTHAL IS A GENIUS AT THE DESIGNING OF DRAPES SUCH AS THESE. FASHIONABLE DRESSMAKERS COPY HIS WINDOW DRAPES, WHICH ARE ALWAYS PERFECT IN STYLE.

Creery & Co., is building a fine cottage at Metamere Park, L. I., at which place he leased a cottage last year. It is understood that he is having a slide built from the second story to the bay (which fronts his cottage), so that he can slide right down into the water from his bedroom. Most any night now, Mr. Tischman can be seen prowling around his rapidly rising cottage, noting its progress, for he goes out there nearly every evening, keeping tabs on it, and seeing what he is getting for his money.

Harry Bird, of Wanamaker's, was busy last month reproducing in the Grand Central Palace, at the Tercentenary Fair, America in its original state, inhabited by the Indians. The Wanamaker store had the contract and Mr. Bird made a good job of it. Real Indians and the squaws were part of the outfit. Some of the boys are joshing Harry Bird about his attention to the squaws and intimating that he intends to have some of them act as models for exhibiting the Wanamker Paris gowns.

MR. FRANKENTHAL'S DRAPES

In our last issue we mentioned in detail the impressive opening of the season at Altman's, and at the same time of their new addition, which completes the block. The windows were works of art and created unusual interest. We are able now to present illustrations of some of the drapes for the opening put in by Mr. Frankenthal, which are possibly the best he has ever done.

No. 1 is a cloak made out of four yards of goods, draped without cutting. Material, black ground with silver ———, $15 a yard.

No. 2. Combination of silver lace and red brocade with silver, at $18 a yard; lace, $25 a yard.

No. 3. Silver lace skirt, green brocaded silk waist and overskirt, lace sleeves.

No. 4. Plain gold skirt, with red brocaded cloak with gold lace trimming.

No. 5. Blue brocaded skirt at $18 a yard with gold lace tunic at $25 a yard.

No. 6. Blue brocaded silk skirt with silver lace trimming.

The foregoing were the chief among a collection of stunning artistic conceptions in drapes at the Altman opening, on which Mr. Frankenthal has been heartily congratulated. Mr. Ellis, by the way, who underwent an operation for appendicitis late in the summer, is back at his post as active as ever in the Altman decorative department. He had an unusually close call, with mortification in the appendix several days before the operation. Sam Ellis is one fine fellow and we rejoice at his recovery.

"Since cooler weather arrived about the middle of November, business in the New York department stores picked up immediately," said Mr. Schmehl, display manager for The Greenhut Company. "What hesitancy there may have been in retail business here in New York I attribute fully as much to the delayed season as to conditions growing out of the war. We shall have, of course, a practical Christmas. Our efforts here will be devoted principally to the exploitation of goods of a more practical nature, and which yet savor of the holiday gift, such as umbrellas, gloves, handker-

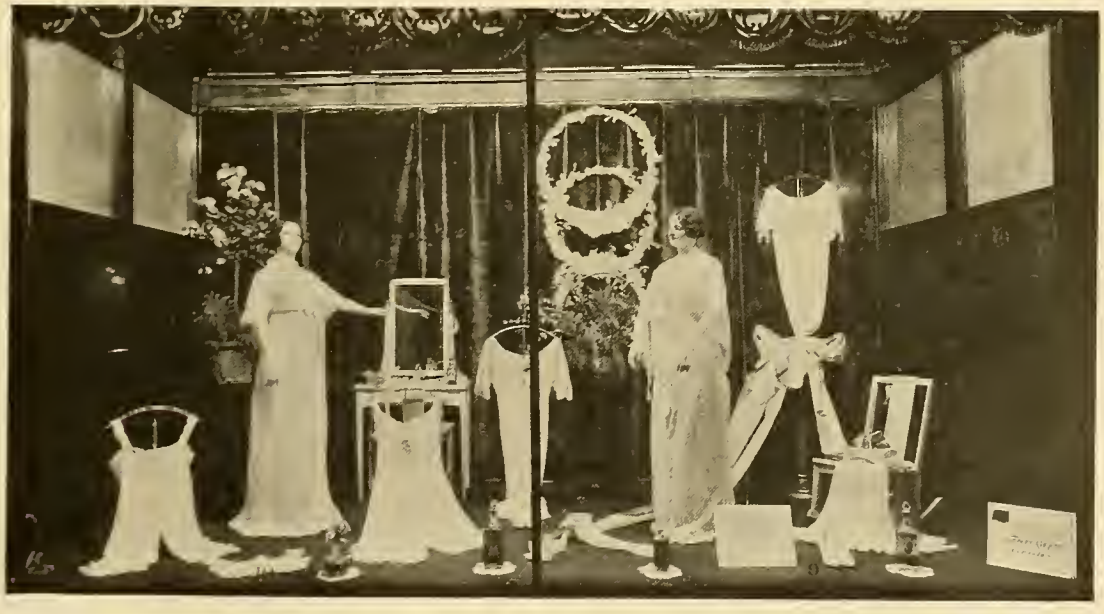


Plate No. 9063—A Special Display by W. R. Ashby, for Keith O'Brien Co., Salt Lake City, Utah.

This is an effective little setting, suggestive of boudoir. A white dressing table and a couple of chairs gave the proper atmosphere, while wreaths of roses and other flowers served to give a rich color effect to the setting. On the floor were shown toilet accessories of various sorts. The remaining details require no description.



Plate No. 9064—Special Display by Malcolm J. B. Tennent, for Meyer & Frank Co., Portland, Ore.

On account of being too dark, this picture does not do the display justice. The background was a well executed scenic painting, in the middle of which a small space was cut out and half of a small canoe was inserted so it appeared to be standing in the water. In the canoe was placed a small Indian doll. At each end of the window there were evergreen trees and other foliage and the floor was finished with real moss, logs, etc. The wigwams were made out of skins and decorated after the Indian fashion. The dolls were dressed in Indian and cow-girl costumes. At the right will be noticed a "live one." She was dressed in the same manner as the dolls. This was a real girl, who occupied herself in stringing beads all of the afternoon. In the morning she was dressed in another costume and would go through various other stunts. This was a window intended to adverties the Indian and Cow-girl dolls, and the sales force was kept busy.

chiefs, neckwear, furs and general wearing apparel. Most of the goods in this classification lend themselves to gift-giving as well as the more luxurious articles. Not that we will slacken our efforts to provide the fancy and dainty gifts. There is a big business always along that line and we will get our share of it. We are fully prepared with tops, foreign and domestic, and believe we have the biggest assortment of toys ever gathered under this roof. This may sound strange, in view of the war and the situation in Germany, but we have had no difficulty in getting what we desired. We placed our import orders early and have received shipments of our entire volume of orders, as well as certain domestic goods ordered, so as to be insured against non-delivery of the foreign toys. I understand, furthermore, that Canada will not accept German toys, which puts us in still better position, because receipts in Canada have to be disposed of."

Mr. Schmehl put in his toys around November 21 for the first, and a big showing so early lengthened the toy and general holiday gift purchase season by just so much. Time was when no toys were shown until after Thanksgiving, but the disposition of late years has been to lengthen the holiday trading season. The Greenhut Company, by the way, are giving up one entire floor of "The Big Store," the fifth, to toys, which gives opportunity for a most impressive display.

J. Kelly, display manager for Oppenheim, Collins & Co., Manhattan, has recently bought a home at Richmond Hill, a charming Brooklyn suburb, and his confreres who have been entertained there say he has a fine little place.

Says one of our leading display men regarding window displays in connection with present business conditions: "While I have had no instructions to curtail my displays, I have for some time been working on my own windows entirely from the merchandising standpoint. Probably at some other time I will put in some more ambitious and elaborate shows. I believe, however, there will be the usual pre-holiday displays, for there will be every effort made to get business when it is going. Toys have been coming through from Germany all right recently, and there will be nowhere near the scarcity of them that was at one time anticipated, I believe, and toys will no doubt figure strongly, as ever, in the window and interior displays. At the same time it is no wild prediction that much more sensible presents than ever to children will be the rule this year than for some time."

"It is interesting to recall the different personalities of our New York display managers," said one of them, in a moment when the rush was off, and a reminiscent, cheery mood was on. "There is Kelly, full of his jokes, who keeps us all merry. Schmehl strikes one immediately as the man of edu-



Plate No. 9065—A White Goods Display by Aage Schiodt, for Pegues Wright Co., Hutchinson, Kas.

This is a poor picture of an excellent setting for a White Sale display. The general scheme of decoration consisted of panels placed at intervals along the background and decorated with flowers and foliage, rambler roses being used.

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cation, the parliamentarian, apt at putting anything on paper in fine style. Richter is the judicial mind, who brings President Taft to mind. Wendel is the leader among men. Allert gets out his ideas in a style that gives him the title of 'orator,' and Frankenthal—well, he is the president and dean of us all and keeps us all together in fine shape."

At the last meeting of the Display Managers' Club Mr. Duckert, display manager for Steinbach Bros., Asbury Park, N. J., and Mr. Eisman, of H. Battermann Company, Brooklyn, were elected to membership. Charles DeVausney of Simpson-Crawford Company, has had his application put in. Harry Bird, of Wanamaker's, was recently initiated, and it is understood that there are many other applications to be put in at the next meeting.



Plate No. 9066—White Sale Display by Geo. H. Lackner, for Smith Kasson Co., Cincinnati, O.

This is a simple little display of muslin underwear that illustrates the value of a few flowers in the January white sale window. A trellis intertwined with roses and a few flowers scattered among the garments give life and warmth to a class of merchandise that otherwise would be lacking in color. Every white sale display should have a few flowers.

Department Store Card Writing

By G. Wallace Hess

This is the sixteenth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

IN THE articles which I have written during the year, now rapidly drawing to a close, I have had but one object in view—namely, to be of use to the worker trying to learn card writing or improve his style of work. It is a comparatively easy thing to fix up some show cards for display in the columns of a paper. Halftones always look nice. It is a harder proposition to get up cards and descriptive matter each month that will—*"be of use."*

I have never yet intentionally misled a reader as to how a thing was done, and I have explained ways of doing things that some card writers might condemn, yet I feel satisfied that at some future time you will make use of some of the suggestions offered. As this is the final number for the year, I am going to cover a multitude of subjects.



As the months of December and January are exceptionally hard ones on the trimmer-card writer, I urge you to be careful of overwork, especially night overwork in rooms that are too hot or too cold. This very thing happened to me five years ago February next, with the result that I fought to live for nearly eight months, and I was compelled to give up card writing on State street.

With all the wrangling in big stores that a card writer must put up with, I can truly say that I was never more contented than I was in the hustle of the signroom.

That there is something fascinating in lettering all admit. That card writers, as a rule, are not supposed to tell trade secrets, and generally give "false leads" to amateurs is generally believed.

Card writers in stores—often to protect some special feature of value to their store—may mislead, and for this they should be pardoned. Personally, I believe the better way—and it is what I have always done if I felt I was not justified in giving certain information—is to frankly tell the questioner that for business reasons the information cannot be given. As I am free of all store connections there is not—nor, in fact, was there ever anything—much to conceal.

Now, in some of the previous articles I explained how clean-cut, accurate lettering was made with the Soennecken pen. Perhaps when you read that particular hint you didn't think much about it. There may be some skilled letterer who read it who was inclined to laugh at it; if so, please refer to the millinery announcement card shown here.

Most of you will, I believe, admit it is nifty lettering. As to making that card—which was used for a folder for mailing—I want to say that the man doesn't live who can make that style letter; every letter cleancut at the baseline by dipping a pen in the ink, with only one exception, as stated in a previous number—viz., India ink ground up in a slate slab. As to whether the lettering warrants the filling in of ink under retainer by means of another pen or the finger-gripping process, I leave you to judge. In the space at the top where the margin is broken a letter "P" was embossed in gold.

Paper houses furnish announcement sheets and

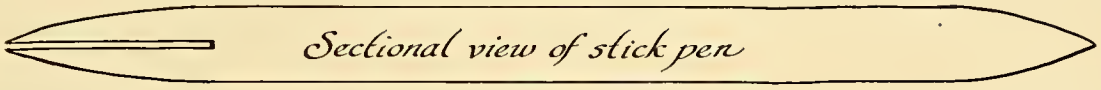
First Showing
1915 Spring Waists
These and many other smart models are now on display on the 3rd floor

Authentic Styles
in
Women's Spring Suits.
Our ready to wear section is showing many handsome models at interesting prices...

envelopes to match, and the suggestion is here made that there is no reason why such an announcement could not be used to advantage by stores in general. I believe that I am one of two men in this country who has ever offered a new tool to the fraternity.

Now, with the stickpen you can make a card in twenty to twenty-five seconds. Try it with a brush and see what you get.

This "pen" is a get-up of my own, and is simply a turned piece of hardwood, with a slit in it. The



Through all my boyhood days I was associated with mechanics, for I came from a family of mechanics, and I have found much pleasure in creating a few home-made "things."

If I were stranded in a town where I couldn't get a brush or a pen I could, with the aid of a pocket knife, file and piece of wood and wire, make a creditable card if I could get black ink.

In the illustration showing a sectional view of the stickpen, I show a simple tool which for plain black lettering on cards up to eleven by fourteen inches surpasses any brush or pen known for fast knock-out work.

I don't call a card like the lace-curtain sign a show card. It is "rot work," card sign-painting or bulletin work, yet if you are honest you will admit you see lots worse in the various stores of the land.

slit is the difficult part, and it is more than difficult to make. Then the end is beveled carefully with a sharp knife. Just dip it into engrossing ink and start card writing—it runs like a soft pencil.

Below the picture of the stickpen is a sketch showing how a piece of wire can be shaped to make a knock-out lettering tool to be used in any ordi-



nary penholder. The two ends at the lettering end are filed flat on the inside, fully half of the wire being filed away. In the center is shown what are supposed to be washers—one on top, one on bottom—held there by a brass screw. The other end is shoved into a holder. The space between wash-

Special
Holiday Stationery
Reduced to close
19¢

Special
Renaissance Lace Curtains
Values up to $10.00
priced at
$7.95



Plate No. 9067—A White Sale Display by O. F. Ballou, for C. H. Almond Dry Goods Co., Lynchburg, Va.

Here is a simple White Sale display. The background was made of strips of thin lumber covered with muslin and painted white. Lavender shades were used over the lamps on the posts. These cannot be seen in the picture, owing to the halation. Lavender lilacs were trimmed over the top of the background with very good effect. The remainder of the back was of green velour curtain. The dark background throws out the white garments admirably. This picture shows the value of artificial flowers when used in connection with a display of this sort.

ers acts as a reservoir. Shape the lettering ends well, and get them smooth, and you can do good knock-out lettering.

In the holiday stationery card is shown a card lettered by mechanical means. Now, I do not want to create the impression that I am advocating the discard of the brush, but what I do want to impress men in stores, who cannot devote years to card writing practice, is this: That they can by mechanical devices make cards in a few weeks' time plenty good enough to sell merchandise. Anyhow, a card like the stationery card is better than none at all.

Now, take the waist card. It's a neat card, and it is really far better to outline, or, rather, make the display line with a double stroke Soennecken pen than attempt it with a brush.

The suit card shows a display line that can be used by clerks familiar with the marking pen alphabet.

Now, just a few words relative to the principal requirements of a pen for lettering. The common steel writing pen may be used as a basis to start from. When you insert a common pen in a holder, the point of contact between pen and paper is either on a dead center with the center of the holder, or a trifle above the center. Just so with a lettering pen.

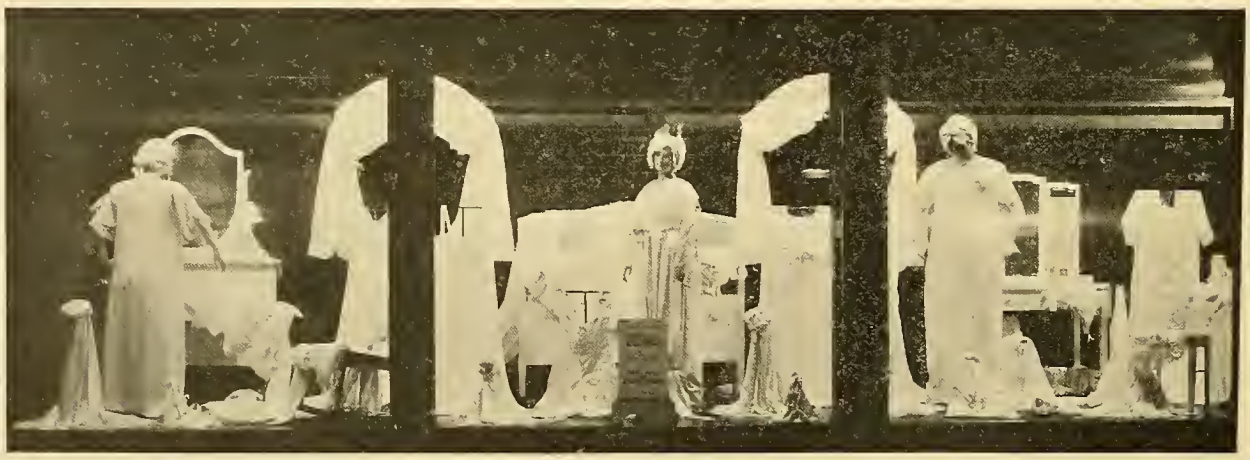


Plate No. 9068—A White Sale Display by Harry W. Hoile, for Loveman, Joseph & Loeb, Birmingham, Ala.

In this January White Sale Display white bedroom furniture was used to hang the garments upon. The arrangement was quite simple and altogether satisfactory. The window produced an excellent effect.

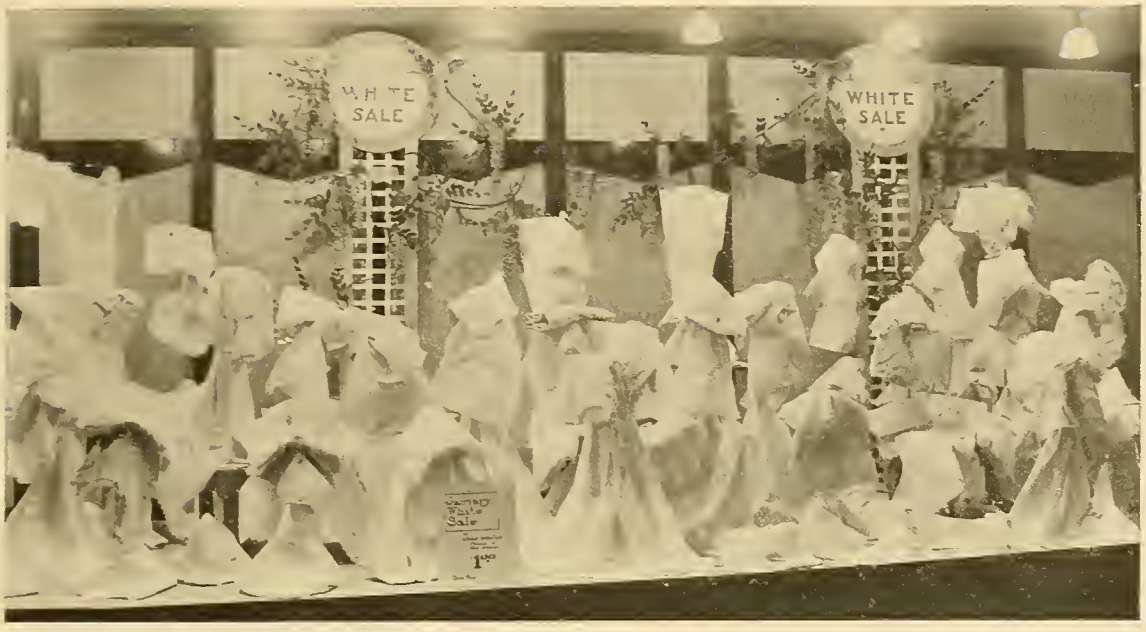


Plate No. 9069—A White Goods Display by T. G. Duey, for Wurzburg's, Grand Rapids, Mich.

This is a neat and effective setting for a January White Sale window. At the back two sections of ornamental framework were built and these were covered with Wistaria vines, making a very sightly showing. The garments were shown upon pedestals, glass shelves, and over conventional fixtures. Large sales resulted from this display.

If the point of contact with the paper is on a center with the holder or above it, you can make vertical letters easily and have absolute control. Just as soon as the point of contact drops below the center control is lost rapidly.

For example: Some seven or eight years ago I introduced the Payzant pen in these columns—and it, by the way, was the only thing I ever suppressed, for one of the first dozen made was given to me for trial and is still in my possession.

Now, as it was made at that time, the Payzant pen went out straight as a lead pencil and did better work than the so-called improved models of to-day, for the simple reason that then the point of contact was in the proper place; to-day it is not. But this criticism does not mean that the Payzant



Plate No. 9070—A Display of Muslin Underwear by E. H. C. Ackemann, for Ackemann Bros., Elgin, Ill.

Here is a January White Sale window that is treated admirably and presents a very satisfactory appearance. The background proper was plain, with a frieze of wall paper showing an architectural design at the top. In the middle of the background was a frame covered with onyx paper and treated with flowers and foliage. In this was shown a winter landscape. At either side, placed high upon the background, was a flower box also covered with onyx paper and filled with vines and flowers. At the right end was placed a chiffonier with toilet articles and in front of it was seated a figure. Considerable onyx paper was used in this design and to very good effect.

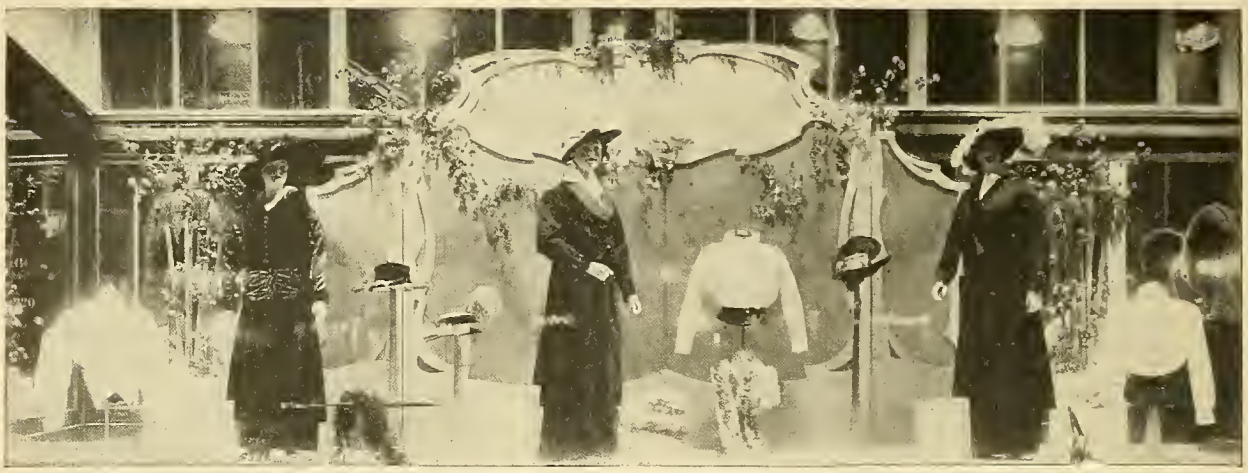


Plate No. 9071—A Fall Opening Display by J. A. Mitchell, for the Boston Store, Joliet, Ill.

It is to be regretted that a better photograph could not be secured of this display, which was an admirable one. The decorative design consisted of a scroll framework at the back. This was finished with rough stone effect. At the top was a long panel showing a fall landscape. At either end was a pedestal upon which was placed a floral unit covered with flowers, ferns, etc. Flowers were also used lavishly about the background.

pen of to-day is not a good tool. It is satisfying hundreds who cannot make a brush letter.

There are thousands of clerks, employes and trimmers on this continent who know that they cannot become skilled card writers, but are compelled to make a sign now and then. To such ones I would say, go in for the mechanical end first.

To master a brush one must have plenty of work—all kinds of it, in fact—or he will only be a crude brush worker. To those who may say: "Well, the brushes and pens we have are good enough for me," I would say that if it had not been for the spirit of unrest in Columbus in trying to discover new fields our ancestors might have stayed on the other side, and, in the course of events, some of us might be in the trenches over there to-night. I have been writing articles on card writing for many years, and I feel safe in saying that the coming year will be my last. I have a few new things to introduce later, and, while December is a hard month on all of us, I assure you that any suggestions that will be made by you by writing to the publishers of this paper will be gratefully received.

A little help on your part is asked to make these talks *Be of Use*. What have you trouble with? What do you want to know?

There surely is something that puzzles you. Let us see if we cannot help you a little.



Plate No. 9072—Book Display by G. Clement Boultbee, Rochester, N. Y.

Probably more books are given as Christmas presents than any other one form of gift, yet it is somewhat seldom that department stores feature books in their windows during the holidays. Here is shown an exceptionally good display of goods. It was put in in connection with a special sale which was advertised largely in the Rochester newspapers. In the front ground may be seen a full page newspaper ad mounted upon a large card. The details of this display are so clear that little descriptiin is necessary. A library effect was produced by means of bookcases and other appropriate pieces of furniture. The three wax figures added to the effect. This is an excellent display in every detail.



Plate No. 9073—A Style Display by James P. Bain, for Authier's Style Shop, Sioux City, Iowa.

This is a notable display both in the general layout of the window and in the arrangement of the figures. The background was an artistic representation of an old balustrade overlooking a garden. Tall urns were placed at either end of the balustrade and these were filled with large chrysanthemums and autumn foliage. Pine branches with cones added to the effect. The floor was in marble effect in colors to harmonize with the rest of the display. The effect of this window was very pleasing and altogether out of the ordinary. It was one of several displays put in last fall.



Plate No. 9074—A Display of Dolls by Harry H. Heim, for The Marston Co., San Diego, Cal.

Running concurrently with the Panama-Pacific Exposition in San Francisco, San Diego is conducting an exposition of her own. This window was put in primarily to show dolls but it is also intended to boom the coming exposition, which opens January 1st. The background shows a new and original idea, which is quite different from the paintings ordinarily used in show windows. This background showed a view of the main entrance and a panorama of the entire exposition. This picture was an actual enlargement made from an 8x10 photograph. The enlargement was 6 feet high and 18 feet long and was hand colored to look as natural as possible. These were extended on the floor with natural moss, artificial rocks and ferns. Palms and other foliage was used around the painting and moss was used as a floor covering. The dolls were shown in various attitudes. This made an exceptionally interesting display.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . Established 1893
"The Show Window" . . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . . Established 1905

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29 WEST 39TH STREET, NEW YORK CITY

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

December, 1914

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Package Slips

GOOD ADVERTISING can be done by means of little printed slips inserted in packages when they are wrapped. Little folders or leaflets announcing coming sales or special offers can be printed at small expense and they are reasonably sure of being read by the recipient of the package. It is essential that such advertising should be well got up. Preferably it should be in two colors and a little picture of some appropriate kind will help.

Advertising matter sent out by manufacturers should be distributed in the same way. If the name of the store is not on such advertising matter, it should be stamped on. Manufacturers annually send out a tremendous lot of booklets, folders, etc., many of which are wasted. When they are received they are laid aside until someone finds them in the way and tosses them under a counter or behind a pile of goods, where they remain until they are eventually thrown in the dump. This is good advertising wasted. The booklets or circulars that are not to be distributed at the store should be given to the wrappers with instructions to place one in each package in such a manner that it will be found in readable condition when the package is opened.

"On Approval"

THE PRACTICE of sending out goods on approval costs every big store a lot of money every year. The goods are sent out and many of them come back again the next day. There is the cost of delivery, the trouble, the loss of the salesman's time—and no profit. Of course no big department store would think of discontinuing to send goods on approval, nor would that be advisable or even desirable, for many sales are made in that way. The trouble is that the custom is abused and far too many purchases are sent on approval that might be sold outright if the salesman would handle the matter in the right way. On this subject, *Notions,* the store paper of A. T. Lewis & Son Dry Goods Co. of Denver, has the following to say:

A Word About our Will-Call Business, and the Sending of Merchandise on Approval. In many, many instances it is a sign of weakness in the salesperson's salesmanship when people decide to have merchandise sent on approval, or buy things on our will-call plan.

Sales that are well-made to the utmost satisfaction of the purchaser are decided upon at the time with the sort of decision that isn't likely to reverse itself, and if our salespeople could study this point with the view to eliminating as many as possible of our approvals, and with the view of reducing our will-call sales, they would not only make more friends among their customers, but they would be more profitable to the store and to themselves.

In some departments of the store as high as 30 or 40 per cent of a day's business comes back the next day for credit or refund, etc. It is annoying, it is expensive, damaging to merchandise, and it is, at least in a sense discreditable to the salespeople who have so many credits. Just think this over.

Entertaining the Children

VARIOUS WAYS have been devised to take care of children and entertain them in the store while their mothers are shopping. The store playground answers this purpose very well, and there are other simple forms of entertainment that are equally satisfactory. Recently Marshall Field & Company announced a "New Story Telling Class for Children," which will be held on Saturdays from 2 until 4 in the afternoon. They explain it as follows:

Primarily this Story-Telling Class is for mothers: secondarily for the children. It provides a friendly place where little people may safely be left during the busy shopping hours of a Saturday afternoon. There a competent story-teller will relate for them the best of stories, new and old.

In a quiet, secluded corner of the Women's Waiting Rooms, on the Third Floor, adjacent to the Book Section, wonderful things will happen which solemn grown-up people will know nothing at all about. King Arthur and his knights will tourney; Robin Hood will wind his horn; Indians will hold weird dances; while in and out will weave the fairies and the people of the stars. But only the children will see them, for only little children are blessed with the seeing eye.

So when mother returns from shopping at 4 o'clock she will find that her girl or boy has been well taken care of during her absence, and that something of good has been added to its life which the robber Time can never steal away.

There is no charge for admission to this class. It is simply for the benefit of our patrons and their children, under the auspices of the Book Section.

AN INGENIOUS SWINDLER has been reaping a substantial harvest from retail merchants through representing himself as an agent of the "Scouts of America." In some cases he says he is raising money to send Boy Scouts to Bermuda; in others that he is simply collecting funds for the Boy Scout propaganda. In return for whatever sum he may be able to collect from the merchant, he offers to give the merchant a large number of tickets entitling the bearer to free admission to any moving picture show. Other inducements are also offered. Unnecessary to say, those who have paid this man are waiting for the tickets and advertising.

THE TIMES ARE IMPROVING and the improvement will progress much more speedily if merchants will help it along a bit with a little judicious optimism. Business has been quiet. Enterprise has been temporarily checked by caution. That underlying conditions are sound, however, everyone knows. The feeling that a healthy revival is at hand is becoming every day more general. If you cannot say that your business is "good" or "fair," then say nothing. If you can't boost, at least don't knock.



Plate No. 9075—A Grocery Display by Westley Bartikosky, Cloquet, Minn.

Here is shown an excellent display of coffee. In the background was a figure dressed as Miss Columbia and in front of her was placed a large cornucopia from which was poured a flood of coffee that spread out over the floor in front. Various kinds of package coffee were shown in this display, which was put in in connection with a special sale for "Coffee Week."

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1914 have been made as follows:

FRANK BRUSH, San Francisco, Cal.
J. KINLOCH BROWN, Boston, Mass.
JOHN STIFF, Dallas, Tex.
C. O. JOHNSTONE, Minneapolis, Minn.
W. L. BLAYNEY, San Francisco, Cal.
EDWARD P. BURNS, Toronto, Can.
C. E. WILSON, Cedar Rapids, Ia.
R. W. McKNIGHT, Victoria, B. C.
JACK CAMERON, Des Moines, Ia.
CLARENCE E. DUFF, Marietta, O.
J. A. MITCHELL, Joliet, Ill.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

ABOUT CARD WRITING

SOME PRACTICAL SUGGESTIONS THAT WILL HELP TO MAKE WINDOW CARDS MORE ATTRACTIVE—ILLUSTRATIONS FROM ADVERTISING MATTER HELP TO BRIGHTEN UP MOST CARDS

John J. Friedman
Card Writer for Erie Dry Goods Co., Erie, Pa.

IN THIS ARTICLE, it is the purpose of the writer to point out a few ways in which to "brighten up" department store show cards. All of those who are at all familiar with the matter will agree that most department store show cards must be turned out in a rush. A certain number of cards have to be turned out in a specified time in order to be ready for the event for which they are intended. But occasionally there are times when special cards are required—when the card writer, in justice to his store and to himself, wants his cards to look a little different and a little better than the everyday run of his high speed work.

If one has an air brush, it is an easy matter to brighten up the cards and give life to them. But there are many card writers, the writer among them, who are not so fortunate as to possess one of those useful and time saving appliances. Therefore some other means of embellishment must be found that is easy to handle and does not require much time. Cut out illustrations will answer this purpose admirably.

In every store regardless of size, there is a vast amount of the circulars, magazines, catalogues, etc., that find their way to the waste basket daily. If the card writer will make arrangements to have all of this advertising and other matter sent to his desk regularly, he will be surprised to find how much of it can be used. Nearly all good advertising matter nowadays is illustrated, and such matter as may be sent to any store is likely to be illustrated with pictures that apply directly or indirectly to the various lines of merchandise carried by this particular store. Many of these pictures are exceedingly well drawn by high class artists and a large percentage are colored. Those that are in plain black and white often may be brightened up by a dash of water color here and there. All of the advertising matter should be gone over carefully with the view of picking out and saving any pictures that can be used on cards. If any are found that are not usable at the time, they may come in handy later on and it is very little trouble to save them. Then there are many other sources from which good card illustrations may be obtained. Magazine covers, illustrated periodicals, posters, calendars, etc., will be found full of sketches that can be used in this way.





The manner in which the writer uses cut out pictures on cards is altogether simple. The picture is carefully scissored out. Then it is applied to the card by means of library paste being careful not to gum up the card. After the picture has been applied to the card and allowed to dry, a line is generally run around it. This line is usually placed about one-eighth of an inch from the outline of the picture which it throws into greater prominence and at the same time makes it appear as a part of the show card.

Care should always be taken that pictures showing style should be up to the minute. Furthermore the picture should have some more or less direct connection with the wording of the card, which in turn should be related to the merchandise with which it is used. It is hardly a good policy to use a picture just because it is "pretty" if it has no connection with the goods shown. Such a picture,

while it embellishes the card, is inclined to detract from its real meaning. Naturally colored pictures are to be preferred to plain ones although the latter serve their purpose very well upon occasion.

The store in which the writer is employed as card writer has recently adopted black cardboard for window use. This necessitates the use of white paint. We use a white paint that covers perfectly with one stroke and this is a necessity to satisfactory work on black cards as if the paint must be double coated, a smeary, unsatisfactory job results. The illustrations show some of the cards recently made by the writer. These were lettered with white paint on black board and the illustrations were applied as described in the foregoing. Card No. 1 was used in a window in which were shown coats and suits for women. The illustration was cut out carefully and pasted on, after which, a neat outline was drawn around it. The picture was touched up with red and gold which gave it the needed touch of color. Card No. 2 was to advertise Christmas cards, etc., and at the top was pasted a handsomely colored little Christmas Greeting booklet, a number of which were shown in the display. Card No. 3 had an up to the minute illustration in strong poster effect. This was appropriate to the display as the shoes of the woman in the picture showed up prominently on account of their color. Card No. 4 had pasted on it a striking illustration in bright colors. On Card No. 5 the illustration was applied in the usual way but a diagonal panel back of it was cut clear through the cardboard. This made a pleasing change. Card No. 6 was made for a display of Japanese goods and the brilliantly colored lanterns were cut from a lantern catalogue. The strings by which they were apparently suspended were made with a brush. All of these cards were 10x20 inches.



As was mentioned before, much discretion must be used in the selection of pictures to be used on show cards. The illustration must be in harmony with the wording or the whole effect will be lost. Don't be careless with your work and don't put too much fanciness on the card or you will spoil it. Remamber that the cardwriter who always does his level best is never looking for a job—he has one.

An Attraction for a White Sale

A. J. LEWIS, display man for Joe D. Back & Bro., Little Rock, Ark., used a window attraction for their last January White Sale that proved a good deal of a success. In one of the windows a woman 75 years of age sat daily during the week of the sale. She was dressed in a fashion of long ago and demonstrated the old-time way of spinning cotton. The spinning wheel she used was made in 1834 and she was seated upon a chair made in Revolutionary days. Also on display in this window were specimens of bedspreads, pillow



A WHITE SALE ATTRACTION.

cases and scarfs made of cotton on the old-fashioned spinning wheel and loom. This exhibit attracted large crowds daily and contributed largely to the success of the sale. The picture shows a crowd in front of the window.

This is a scheme that could be used by any store. It should not be a difficult matter to find an old spinning wheel and some of the products of the old-fashioned loom. The rest would be easy as plenty of old women can be found who know how to spin. Everyone is interested in an exposition of this sort and it will be talked about by all who see it.

FREQUENTLY WE ARE ASKED where small ornaments for use in illustrating Christmas circulars and advertisements can be had. If small ones are wanted, a considerable assortment is carried by the American Type Founders Co. and these can be had through any printer.

EFFICIENT STORE SERVICE

EFFICIENCY IS IMPORTANT AT ALL TIMES. BUT DURING THE HOLIDAY RUSH IT IS VITAL—HOW A WESTERN STORE INSTRUCTS ITS SALES FORCE AS TO CHRISTMAS TRADE

GOOD STORE SERVICE is at all times one of the most persistent and difficult of store problems. To keep a fast growing business supplied with competent salesmen and women necessitates a constant search for likely material, and persistent instruction of all promising prospects. During the weeks before Christmas, however, the service problem takes on added importance with each passing day. Most stores are crowded to their capacities with hurrying holiday shoppers, while the selling force is weakened in efficiency by the many inexperienced recruits who must be called in at this season. It is in the nature of things that inexperienced salespeople should make mistakes, especially when they are working under high pressure, and reprimands only serve to make them increase their blunders. Those stores that have the most efficient help are the ones that do the most toward instructing and training salespeople.

In the absence of a regular store school of personal instruction, the next best thing is to furnish salespeople with printed instruction covering those transactions in which errors are most common. For years the Lewis store of Denver has made a practice of instructing salespeople in every practicable way. They are taught personally and by means of lectures, and they are also assisted by means of printed instruction published in the store paper. The following suggestions as to service during the holidays were issued early last December. Many of the points covered would apply equally well to any store.

It is the constant aim of this store to maintain the highest standard of service to its patrons obtainable. To this end unity of action on the part of all employes in carrying out the policy outlined by the management is an absolute essential. It is the customer that we are here to please; it is the customer who creates our salaries. Efficient service draws customers, and the continuance of this service not only holds those already drawn to us, but draws others. The possibilities of efficient service to the public is limitless. Having this in mind, we should never forget that we are selling our individual service to this store, and the better the quality of our individual service, the better the store's services as a whole.

We must work toward perfection, even though we can never reach it; because, upon this upward impulse depends our progress. We must get our happiness out of our work or we will never know what real happiness is.

We each have ability according as we can master conditions that come to us and finish them right.

When we think hard and try hard to do our work a little better than seems necessary and don't hesitate to take the initiative, there is progress for us. We must be our own generator, get up our own speed, make something happen, create something, and not run out of things to do. Just in proportion as we create in our minds a belief in our store, in our goods and our service, we will get that belief into the minds of the people whom we are here to serve.

The ideals, the individuality and the policy of this store must not be considered as things merely to be admired and talked about; they must be practiced and must enter into our actual personal relationship to our customers. The public is more and more appreciating efficient service and the intent of this store is to show an intelligent appreciation of the public in filling its wants efficiently. For the next three weeks—which will be strenuous ones—we should forget self and put forth extra effort to make this season the most satisfactory and successful one to our patrons and the management ever.

A careful adherence given to the following will help uphold the standard of efficiency of our store:

UNTIL CHRISTMAS the elevators will not go above third floor; consequently salespeople should see that their stocks are gotten down early in the morning, not later than 9:30, and the time thereafter devoted to strict attention to customers in department.

SALESPEOPLE not fully occupied in their own department should be alert to demands in adjoining departments and jump to meet them, without direction, or if called upon, to comply promptly and cheerfully.

In all cases where salespeople are moved from one department to another BE SURE TO USE THE GREEN BOOK. Credit will be given for all sales on green book, same as in your own department. In all transactions between salespeople and customer, the purchase, money and check must all go to the inspector at one time; this is imperative.

Be sure that your voucher is placed in voucher box by yourself, personally. This is your protection in case of loss of check. In the absence of voucher properly stamped by cashier, salesperson is liable. Therefore, watch your vouchers and deposit them personally in box. When voucher boxes are full notify auditor's office.

Special attention should be given the matter of calls for goods. Calls will be made only on the 9:30 and 1:30 deliveries.

Salespeople should not promise a set time for goods to be callel for, neither should they promise delivery of purchases unless absolutely assured by floor manager that goods will go on specified delivery. Take no chances; assure yourself positively before promising.

All found goods and all goods left by customers at counter must be sent to accommodation desk at once. Much disappointment and worry will be saved customers by carefully complying with this.

All goods returned to departments for credit must be credited at once. This is an essential that must not be overlooked.

Purchases made by out-of-town customers will upon request be sent to any depot in city. Checks for same may be had at transfer desk.

Care must be used in removing stock from boxes and all empty boxes are to be sent to delivery room.

Merchandise remaining in stations at close of business must positively be sent to accommodation desk; under no circumstances must this class of goods be returned to stock. Cashiers and inspectors will see that this is done.

At this time employes should show the greatest consideration to all customers; little acts of courtesy in crowds are not only noticeable, but redounds to one's own credit. You all know that from now to Christmas our elevator service will be taxed to its utmost, therefore, employes having occasion to go from one floor to another are expected to be courteous enough to use the stairways, thus giving our customers the benefit of our elevators.

Employes can greatly facilitate our service of delivery by carrying such purchases as are practical and all small packages home with them. This will lessen the possibility of disappointment, and ease up on our delivery and complaint departments; furthermore, what gives more Yuletide resplendency than the crowds of happy shoppers returning home after dark loaded down with their purchases of gifts? Why not you be one of that gay throng and carry home such purchases as you can this year?

During this rush season extra care should be used by all salespeople in writing plainly the name and address of customers. Correctness of name and address is another essential; mistakes of this character can be minimized by careful observance of rule to call back name and address to customer. We would suggest that employes not familiar with our rules take copy of same—which is in every sales book—home with them, commit to memory and return to sales book next day.

When in doubt how to act on any matter out of the regular routine of business, do not act by guess. If you do, you will find that invariably you have acted wrong. Call your floor manager.

In all transactions between salespeople and customers,

call back amount received to customer. Failure to do this makes you liable for any difference that may arise.

Under no circumstance give change or merchandise to cash girl or any third party to deliver to customer. It is incumbent upon person making sale to hand goods and change to customer, counting change into customer's hand; any deviation from this makes salesperson responsible.

All parcel post purchases will be prepaid by the store.

All parcel post checks must be signed by floor manager.

All packages enclosed and all town goods checks in parcel post transactions must show valuation of same on check.

All packages brought into store by employes must be O. K.d by floor manager and sent at once to transfer desk.

All employes' purchases made in store must be sent to transfer desk.

No packages of any kind allowed to be held in department.

All house packages at transfer desk will be delivered to owners at close of business in evening.

A little bit of united thoughtfulness on the part of all employes will make this Yuletide season a banner one for customers, management and employes.

It frequently happens that customers find themselves in doubt as to what would be a suitable Xmas gift.

Salespeople should bear in mind that the store issues both glove and merchandise certificates, and a suggestion along these lines to customers whether in doubt or not would be proper.

Glove certificates may be purchased in glove section on main floor. Merchandise certificates may be purchased on all the floors. These certificates have no limit. Good any time and make an ideal Christmas present. The Auditor's office will be taxed to the limit from now on; it is up to us to help this department as far as we can to this end; make your figures plain on check and tally, be sure that your tallies are in box not later than 9:30 each morning. Be sure also to have your transfers signed and timed before leaving your department to shop.

Great care must be used in the handling of late transfers; see that these are rushed to transfer desk without delay. Try to make a record on this class of trading this season.

Our deliveries are 9:30, 1:30 and 4:30. See that all packages intended for these deliveries are down in sufficient time for entry and still be in time for required delivery. A sale made at 9:35 with a request that it go on 9:30 delivery can hardly be expected.

Our deliveries leave promptly on time. It is hoped that close attention will be given above by all of the employes of this store. Figuratively speaking, we are all on the "firing line," and "at attention" should be our watchword from now until the close of business December 24.

"Made in———"

EARLY LAST OCTOBER retail merchants and newspapers all over the country united in boosting "Nationally Advertised Goods." This movement was the result of a plan introduced at the Toronto convention of the Associated Advertising Clubs. So far as it went, it proved a big success. For one week the stores in several hundred cities devoted their windows exclusively to the display of goods that are advertised all over the country, and the newspapers boosted the scheme with columns of editorial matter.

While this scheme was planned long before the war was thought of, practically all of the goods displayed in the windows were of domestic make, so, in effect at least, this was a "Made in America Week." The success of this plan was such that it has had the effect of arousing much interest on the part of manufacturers as to the possibilities of co-operation with the retailer in the matter of window display. The manufacturer has learned that the show window is a powerful selling force, and the retailer has learned that the manufacturer can bring to bear well-directed advertising that adds greatly to the efficiency of the show window. This applies not only to manufacturers who have nation-wide distribution of their products, but to the smaller ones whose products are sold only in more or less restricted zones. In other words, the manufacturer and retailer have found that it is possible for them to work together with better results than can be had if they work alone.

The extent to which local manufacturers and retailers are co-operating at the present time is astonishing when one considers how little team work has been done in the past. Hundreds of cities, from the largest to the smallest, have held exhibits of locally manufactured products, and those that have not already done so are preparing to. Nashville, Dallas, Keokuk, St. Paul, Paducah, El Paso, Philadelphia and hundreds of other cities scattered from one side of the country to the other, have held or are preparing to hold expositions of local manufactures.

Such expositions have proved to be good trade stimulators. They stir up local patriotism and merchants in the smaller cities state that they have a tendency to develop a trade-at-home sentiment among those who are inclined to buy from the mail order houses.

London Merchants Protest

LONDON MERCHANTS appreciate the value of their show windows. This is evidenced by the vigorous protests that are being made by them against the general order that has been issued to the effect that all windows must be kept dark at night owing to the possible bombardment by German dirigibles. The merchants maintain that they have already suffered a serious loss of trade because of their darkened windows and this loss will be multiplied if the policy of darkness is maintained during the weeks preceding Christmas. They hold that it is altogether impossible to hide London and that the "lights out" order serves no useful purpose, while it works a material hardship upon the merchant and a great inconvenience upon the general public.

VACANT STOREROOMS are not uncommon in most cities. One passes them frequently, with their accumulation of dust, old posters, "For Rent" signs, etc. In the larger cities these windows are put to good use, and there is no reason why they should not be utilized in the smaller place. For a little or nothing any merchant can rent such windows until a new tenant is found. They can be trimmed up properly and a sign inserted, "These Goods Are on Sale at Blank's, No. 999 Main Street." Show window space is too valuable to be wasted even if the storeroom is vacant.

SHOW CARD HINTS

SOME PRACTICAL SUGGESTIONS FOR THE BEGINNER IN SHOW CARD WORK AND A FEW HINTS FOR THE MORE EXPERIENCED MAN—MATERIALS AND METHODS THAT GIVE BEST RESULTS

IN MAKING SHOW CARDS there are few workers who will agree upon many points concerning materials or methods. Nearly every card writer of experience has certain peculiarities of workmanship and certain ways of getting his work done, that he considers better than any other way. When old time card writers get together there are many lengthy debates as to the relative merits of this or that pen or cardboard, and each is convinced that he is right and all holding contrary beliefs are wrong. These differences of opinion are largely due to the fact that hardly two card writers learn to do their work in the same way. One man will adopt some particular method and after years of practice will acquire remarkable skill through methods that are altogeher impossible to the man who has learned to do the same thing in a different way. And so it goes—many are traveling toward the same goal but by different roads. And since there is such a diversity of opinion on this subject, all well written articles on card writing are eagerly read by the beginner who takes his work seriously.

Mr. J. W. Johnston delivered an illustrated address on show cards at the Chicago convention of the I. A. D. M. that aroused a good deal of interest. Mr. Johnston is a thorough student of show cards as used in high class department stores. He is connected with the Advertising Department of Sibley, Lindsay & Curr Co., Rochester, N. Y., and in this connection has had an opportunity to make an analytical estimate of the value of various kinds of cards. However, Mr. Johnston's views are not limited to experience gained in one store or one city. After graduating from Harvard in the class of 1905 he spent considerable time in the principal cities of England, and both in that country and America he has been a close observer of show cards and the many methods of making them. During the next few months he will contribute a series of aricles to this journal covering his wide experience in this work.

Mr. Johnston's extemporaneous address before the convention was illustrated by show cards of different kinds and several appliances for doing this work and it is therefore impossible to quote him in full. His talk in part was as follows:

TRICKS IN CARD WRITING

Mr. Johnston said: "Mr. President, by way of introduction may I say that having been here for the last two days and listening to the proceedings and demonstrations I heard the words 'display manager, window trimmer, window display manager, card writer,' intertwined, used interchangeably, so to speak.

"The terms have a distinct meaning in the largest store in the country, and I might say that the store of Sibley, Lindsay & Curr in Rochester is probably the largest retail department store in the country with the exception of probably one in Chicago, having employes numbering 2,000 and during Christmas running from 2,500 to 2,800, having three branches, namely the Minneapolis, the Erie and the Niagara Falls stores. The policy is the same in all the different stores as to the separation of the departments. Now, I want to tell you something of the way the departments are divided in one of these large stores. There are 64 departments in the Rochester store and one department is called the advertising department. This is under the charge of one of the firm who is called the 'advertising director.' He has charge of all forms of advertising connected with that business. There are five forms. One is the copy department, where they prepare the copy for the newspapers. The second one is the illustrating department, where the illustrations for the newspapers are made up. Then there is the card writing department. And the fourth department is the printing department, and the fifth is the window trimming department, of which you are members, you window trimmers. There is a close relationship between the window trimming and card writing departments, for the simple reason that they work together in this way.

"It is regarded as a fundamental principle of department stores, at least in the larger stores about the country, and it is the rule of our employes and the rule abroad, as far as I have been able to observe, that every window should have a card—just the same as the illustration is called the vital spark. It is what the manager calls the 'kink.'

"I have heard advertising men inquire about the tickets in windows. They will say, 'What is the sense of having a ticket for that window? What is the sense of having a card of any kind for that window? People can see whether those are baby carriages.' Yes, that is true, but can they see that the carriages are ball-bearing baby carriages or that the carriages will accommodate two babies if necessary? And our copy writers furnish just the right words to use on the tickets. I have always contended that it is necessary to have tickets in the window.

"Of course, many times a copy writer will be busy, and he will try to put you off. I remember in one instance I had a controversy and I argued with the man and he said, 'If you had cats you wouldn't say to people, "These are cats."' I said, 'Perhaps that is true, but I might say that they were maltese cats or good mouse cats.'

"In some small stores one man is the card writer, the advertising man, the window trimmer, the printer and the illustrator. Of course, that is some job. It is not an easy matter to get very far in any one of those directions if you have to do them all. The card writing proposition is perhaps one of the most important of the five departments. In the five or six years I have been with the company I have served an apprenticeship in all the five departments and I think the card writing department is one of the most difficult of the five. In fact, I certainly sweated blood learning it.

"However, I have not yet graduated from the window trimming department and I may find more difficulty there. There has been some prejudice in the past among professional card writers about letting the window trimmers do the card writing. It is a beautiful thing to be able to write your own cards, because when you trim your window you can make your own card and you can do it economically and you can get exactly what you want, and when the card is in you can put your curtain down. Then you are independent and you know what it means as a window trimmer to go to a card writer. Sometimes you must salaam and ask for a certain card and he gives it to you when he gets good and ready—perhaps. Professional card writers—and those are the ones I am speaking of—if there are any present I beg their indulgence, I am not speaking to them particularly, I am speaking to the window trimmers. I am here to help simply the window trimmers in the matter of cards. Window trimmers have been regarded by card writers in the past as half-breeds.

"I have heard window trimmers ask professional card writers what kind of a brush or what kind of a pen or what sort of a method he uses on a certain card and they will say afterwards, 'What is the use of showing that fellow anything, he will only make a half-breed card writer. Before we know it he will be making his own cards if we teach him and he will be taking the business away from us, and we will have a fat chance to run around in an automobile.'

"The first thing that is necessary to make a good

card is to get the right material. I do not know why it is, but in the study that I have made of the subject I have found in discussing the proposition and observing closely that window trimmers do not go about the thing right.

"The Harvard football team was the best in the country, and why? Because they got down to fundamentals. And then fundamentals again and fundamentals and fundamentals. They spent a long time learing how to catch the ball and little things like that, and that is what counted. When they got well grounded on the fundamentals the rest was easy.

"When a fellow tries to make cards on top of a trunk or in the wash-room, of course he cannot do very well. You cannot make a good card sitting down at a desk. I haven't seen many that were worth looking at that were made that way. And you cannot make a good card sitting down. And you cannot make a good card by using a desk like an illustrator uses.

"However, I might say in that connection that I have agreed to make cards and write articles for the MERCHANTS RECORD AND SHOW WINDOW during the next fall and winted and if you think I cannot make a card perhaps you will be interested in looking at them there. Assuming that we have the right apron now and the right bench, the next thing we need is a rule and pencil. If you are right handed you want to grasp the rule in your left 'mit.' This applies to any man and comes from one who has been through it all. In a talk I gave the Rochester boys I found that this was not generally known and that is the reason why I am here today. Some fellows use T-squares. I say take it around over to the window, throw it out the window and shut the window, because it is shaped like a boomerang and it might come back. (Laughter.)

"Card writing is essentially free hand. They do not use T-squares in the best sign shops. At least that is my observation.

"When you are working on black or on a brown card you want to use a sharp piece of chalk instead of a pencil. You of course know how many lines are to go on it. That is a matter of composition and somcthing I cannot go into. You take your pencil and you block out roughly the lettering. That is one of the things many boys don't fall into. They will get a card without any ruling, without ruling it off and they will make a great grand-mother and then a grand-mother and then they will put in an uncle and then the little brothers and sisters and all the others in the alphabet and they find that before they get through they haven't got enough room to let the whole family in so they have to make some letters out on the edge. However, you know that and I do not have to go over it. Look ahead and know how you are going to come out. Right at the start if you do not do anything else learn to do that.

"There is a German by the name of Soennecken that I would like to erect a monument to. I want to tell you that I would like to erect a monument for that man, in his honor, and I have a dollar to go into the fund right now. I feel greatly indebted to that man Soennecken for the invention of that pen because you can do fine work with a Soennecken pen. They are wonderful. They cannot be made in this country. They are made in Germany, I understand.

"However, there is one difficulty in connection with them. Now, this of course is a matter of superstition. There are superstitions in the card writing game just as there are in others. Some card writers claim that all Soenneckens are not the same, that the temper of the steel is somewhat different. I do not know whether it is superstition or not, but I have never seen a card writer of distinction who has not taken the pen and tested it out to see whether it had a spring or not and if he found it was pretty hard or very stiff or if the pen was old, rusty, on the principle of 'the older the buck the harder the horn,' he would take a match and just touch it off with a flame on the edge. I shan't go through it for the sake of the fireworks, but that is the way it is done. That is not necessary in all cases. I think it helps a great deal when you get it pretty well worked in to dip it in a glass of water.

"If you are going to work with the Soennecken pen of course there is the proper way to work with it. Work with the pen well over the right shoulder as we did in the old days in school with the old Spencerian method of writing. Now we come to the second class of implements and that concerns brushes. There are two kinds of brushes. Water color brushes and oil brushes. Water color brushes as you know are made of sable hair. The brushes used for the oil are camel's hair.

"A good card writer sees that the card is properly spaced. That is fundamental. In buying the sable hair brushes you must remember that they come in different sizes. Therc is one thing to look out for and that is to see that the hair runs in the same direction. If it has a Bulgarian twist you will never make a success with it, and I want to tell you that neither Christian Science or Osteopathy or anything like that will take the twist from it. Sometimes the brushes come that way. You have to look out for that. See that the hair is all long. They will get that way, too, when you work with them, and you mustn't pull them out because if you do you will loosen the other hairs. If it is particularly stiff hair it will be very burdensome and bothersome to you. Burn it off.

Now, we will get busy with the brushes. With the water color of course I use the sable brush. And then you want to use a rule, one that is inexpensive. Make it yourself; it is just as good as if it was mahogany. You can make them in ten minutes but somehow or other they don't make them. That (referring to block of wood) is very useful as an arm rest or hand rest. The best school of card writers use the brush this way (illustrating). I have seen men who have worked at the trade twenty-five years and they just use that method, resting one hand on the other hand and working right along. If you do that you are not so likely to get your hand on the work or blot it. You can work a little higher and it enables you to work right along. Of course, the oil brush works on the same principle.

"Before I leave the water color brush I want to say that you can spoil the finish of a brush by leaving it in a glass of water. One of the first things we teach the boys when they first come in the shop is to get rid of a lot of bad habits, and that is one of them. As soon as you have completed the use of the brush just draw the water right off. That is one of the things we teach the men when they come into our shop whether they are experienced or not. We teach them to take care of their brushes. If they do that we know that they have one of the fundamentals.

"Mr. Pierce has a rule in his department and that rule is fundamental around the store, 'Have a place for everything, and everything in its place.'

"Now, one word with regard to the care of your oil brushes after making your card. Of course, you should dip them into turpentine; clean them out with turpentine well. Of course, after you do that get the turpentine all out. The thing to do is simply dip it into sperm oil or olivc oil. Howcver, olive oil I do not like so well as sperm oil. And then lay your brush down flat in the box. Then even if it is there six months when you want it you simply pick it up and you dip it into your turpentine.

"In making a large number of cards make a little pattern out of papcr and punch your holes through it with one of those sewing machine wheels. Of course when you start out you know what space you are going to use on one card and if you are going to make fifty of such cards you simply cut a hole with onc of those wheels and pattern it out. Now, you have a pattern for the making of your card. That is used of course where the same amount of space is to be used and you will note that they are all balanced. Take for instance where you have an annual sale a certain wcek, and you have hundreds of thosc things and what is the use of making one at a time? We have found powdered chalk was a good thing to use; that powder goes right through and that cuts out all the lining and ruling and it saves a lot of time. That is a trick that many fellows are not on to.

"I have always argued that every card ought to have a frame on it. I adhere to that religiously. I ncver saw a card that wasn't improved by having a frame or border on it just like a picture. I have always argued that the analogy between a show card and a picture was the same. You can look at the product of the best artist and it will not look ncarly so good without a frame, no where near as attractive as when framed. A picture should have a framc around it and the same thing applies to a card. It should be either drawn with a rule or made with ink.

"Now, I want to come to the subject of alphabets. You know that there are all kind of alphabet books in the market. But I want to tell you that if you can get hold of thc kind the type founders use, that is the kind you want, bccausc it has evcry sort of typc imaginable in it, hundreds of classes of type and cvery letter you

want in it. Get with the spirit of the time. Keep up with the times because the letters change just as anything else, and you want to change them on your cards just the same as you do with anything else. We work along that line, we try to keep that fundamental principle in view, it doesn't cost any more. I do not know anything more valuable than the matter of alphabets.

"And then you can go through the different magazines, the high class illustrations and cut out the good letters when you see them. You would be surprised what you can get by doing that. Take for instance some of Marshall Field's illustrations. Some of them are wonderful. And you will be surprised how helpful they will be when you are designing cards. Of course they are right up to the minute. And then you will not be using a book that is fifty years old. That is just a little hint, a suggestion which may be helpful to you.

"Now, understand me, I am not knocking the men who get out alphabets. No doubt there are good alphabets in those books, but they are sometimes not up to the minute. If you watch the high class magazines and those illustrations I assure you that in that way you will find just the thing you want.

"And another thing your cards around the windows and around the store can be made interesting if you will put a little catch or something on the side of the card. For instance in the spring of the year we make a great show of a bridal series of decorations that we have and we have little cards like, "Get the bride and we will do the rest." And if these cards have a little bit of orange blossom decoration on the corner it adds materially to the attractiveness. People will see that little touch before they see the lettering.

"In the matter of oils we use the linseed oil mixtures, diluting it with turpentine. Our great problem has been to secure a good white. I have already gone around to all the different booths looking for a good white. Whites generally are like skimmed milk. You cannot cover your card with one sweep of the brush.

"We find the black cards very economical because they will not show the dirt and wear so readily as do the others. And we find they make a better showing than do the white cards because they are the ones that are so conventional. Everybody has white cards. I hate white cards. They show the dirt half an hour after you put them in. The dark card is cheaper in the long run, and it is something that everybody hasn't got. I like to see different colored cards. We use the white cards only in special sales.

"The best white is the snow white and I have been trying to get track of it here. It seems to me that it is made somewhere around our part of the country. It is a good white and always looks fresh. I am looking for a good white for air brush work and I am on the track of that, too. We will probably hear a little more of it later. That is the best white that I know of.

"There are men in this organization who are observing and who possess the finest of judgment and I want to tell you that with the co-operation of the window trimmer and the card writer and the advertising man in the largest stores of this country there is no end to what we can all accomplish, and I hope the time will come when the largest stores in the United States co-operate with this organization, or with any organization of this kind, an organization of such a widespread public character.

"I scarcely know what other suggestions to offer but I want to say as a word of farewell that I hope some day the American window trimmers will place in the temple of beauty a stone which will be recognized the world over as being a contribution of art to the world and something to the credit of the United States of America. I thank you." (Applause.)

MADE-IN-AMERICA sales are being held all over the country by stores of all sizes and in all lines. The name appeals to the public and if the goods are well displayed, the prices right, and the event well advertised, such a sale is sure to prove a success. Naturally, the Stars and Stripes have a prominent part in the decorations. Chicago is to have a big made-in-America exhibit this month.

Trustfulness

By Walt Mason

The firm of Sanderson & Sands employs about two dozen hands, who come and go, and jump their jobs; and Sanderson, he sometimes sobs, "I wonder why these ding-donged men work here a while, then skip again? We'd like to see the fellows stay and hold their jobs until they're gray, but somehow they keep moving on, which makes me tired, so help me John. There's Gingerson, our rival here—his men stay with him by the year. They pull together something fine—I wish he had these men of mine"

If Gingerson should have his men, they'd pull together once again; for Gingerson has good horse sense; he gets the trust and confidence of all who are in his employ, from manager to office boy. He knows a willing man is worth all sulky workers on this earth, and so he makes his employes feel that they, by being true as steel, will help themselves by helping him, so they sail in and work with vim. They stand up stoutly for the boss, with their best efforts come across.

And that's how business should be done in any place beneath the sun. Wherever men are drawing pay for labor by the piece or day, in laundry, stockroom or hotel, wherever people buy or sell, the atmosphere should always seem replete with mutual esteem.

The worker knows that he's a man, and he resents the feudal plan; but if the boss knows how to win his loyalty, he'll soon begin to work with larger, greater zeal than slighted men could ever feel.

Such things as these a man must know, if he to any heights would go, whate'er his business or his trade—of knowledge true success is made. You're pretty sure to get in wrong if you just plunge or grope along. It's well the midnight oil to burn, and all the curves of business learn; read well the journal which is planned and made, and dedicated to your trade; no merchant is so learned or wise that useful facts he should despise.

(Copyright, 1914—M. B. Kovnat, Chi.)

KOESTER CLASSES FOR 1915

Successful Mechanical Displays *By Guy Streamer*

A KOESTER GRADUATE

Mr. Guy Streamer, although one of the youngest graduates from the Koester School, makes very successful Christmas displays for J. & W. Jung of Sheboygan, Wis.

The display shown on this page had a Christmas tree that revolved and was covered with colored lights. A desk was provided for a real live Santa Claus, who was answering the 'phone that was connected with Central so that children could 'phone him from their home.



Mr. Guy Streamer

Another window had a mechanical centerpiece, being a large revolving windmill covered with handkerchiefs.

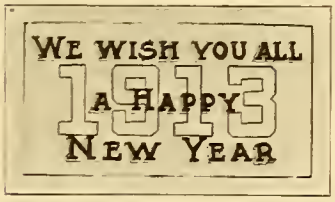
The younger the window trimmer, the greater his chance of using this position as a stepping stone to Advertising Man, Buyer, Manager and Owner.

The Koester School* has *Complete Merchandising Courses* that help you all the way from *Clerk to Proprietor

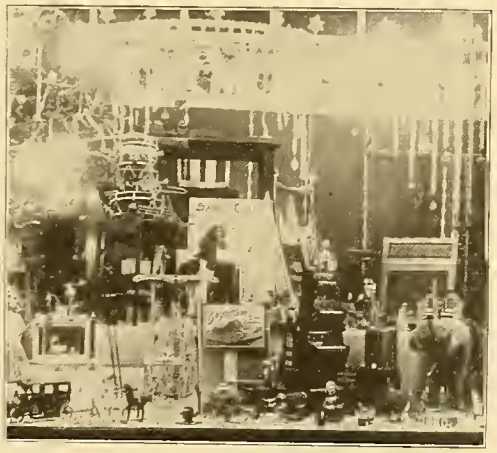


J. & W. Jung Co., Sheboygan, Wis.

No matter what your experience or what schools you have attended, The Koester School can help you to a more thorough knowledge of your work and a greater success.



A clever idea for a New Year's Show Card designed by Mr. Streamer



A Christmas window by Guy Streamer for J. & W. Jung Co., Sheboygan, Wis.

START JAN. 4th

New Instruction

in every department of the school brings every study strictly up-to-date. Our method of Personal Instruction makes it possible for us to add everything new that is practical to all our courses.

New Drapes

are absolutely necessary, because the styles change so rapidly. Our Drapes for Spring are all designed after the most authentic models and will make it possible for you to have the Fashion Show of your town. We have several new draping ideas that will not be illustrated in any paper or advertisement, but will be given exclusively to our students.

New Backgrounds

Many new decorative materials have been placed on the market lately, and all have been included in our classes. Our Interchangeable and our Semi-Permanent Backgrounds are fully demonstrated and a knowledge of their use will give you the best windows in town at a great saving of expense.

New Card Ideas

in our Card Writing Classes includes a new style of practice paper, new lesson sheets, new layout ideas that are not found in any course.

YOU NOW HAVE YOUR GREAT OPPORTUNITY

to prepare yourself for the coming big Business Revival that has just started. Let 1915 be the year that you make a fight for a better salary. Become one of the *Successful Koester Men.*

The Koester School

215 So. Market St.
CHICAGO, ILL.

Use This Coupon

The Koester School, 215 So. Market St.
Please mail me information on the following:
○ WINDOW TRIMMING COURSES
○ ADVERTISING COURSES
○ SALESMANSHIP COURSES
○ CARD-WRITING COURSES
○ STORE BOOKS

Yours truly,
Name .....
Address .....

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF.

Broadcloth in the Winter's Fashions. This beautiful, lustrous fabric that seems made especially for the new Russian and tunic styles, and allows itself to be gracefully belted in or hung straight without the slightest suspicion of clumsiness. To an assortment already containing close to fifty shades we have recently added some of the scarcer browns and greens. Colored broadcloths are $1.00 to $3.00 a yard. Black broadcloths are $1.00 to $4.00 a yard.

Young Women's Raincoats. $3.75. Active young women, outdoors in all weathers, are sure to need a good raincoat among their possessions. Here's a good coat at $3.75—but not a $3.75 coat! It was made to sell for more—but that is another story. Of mercerized poplin, in tan, navy, blue or black—made in two good, plain styles, both of which may be buttoned high at the neck. 14 to 20-year sizes.

Remnants of Colored Dress Goods at Greatly Reduced Prices. An accumulation of short lengths of dress goods, from the active selling earlier in the season. This collection is arranged on a special counter, and consists of all kinds of fashionable dress goods, for skirts, dresses and suits, in lengths that range from 1½ to 5 yards. All are greatly reduced in price, in many instances the reduction being from one-third to one-half less than regular prices.

Two New Models in Women's Serge Dresses at $15.00. Two lovely models—one in low-waisted style, with a full plaited tunic and white pique collar and cuffs. The other has the new flared tunic, pointed at the sides, and is made with vest, belt and cuffs of black satin and collar of white pique. For style distinction and quality, these dresses are extraordinary.

A Semi-Made Child's Dress of Embroidered Flouncing. A snip or two of the scissors to make the kimono sleeves and a circular cut for the neck. The beading below the waist is already made and run with ribbon and the skirt finished with the embroidered flounce. Also enough narrow edging comes for the sleeves. In fine batiste and for children from three to five years, $1.25.

Inexpensive Furs. "But what furs have you besides these splendid novelties and staple furs?" asks a customer. We have a long range of little-priced furs which are just as carefully and rigidly selected as the finest sables. You can get black coney sets for $9.50 to $18.50; Persian paw sets for $10.50 to $15.50, and splendid Japanese mink sets for $22.50 to $65.00. Other little-priced furs are the blended unplucked muskrat—and very good looking this is, too—the kit coney, natural and blue wolf, natural and dyed raccoon.

Eight Styles in Women's Fancy Top Shoes at $4.00. Brand new supplies opened up today of these much desired novelty boots for Winter street wear. They are in abundance of patent leather and dull calfskin, with fawn and gray cloth quarters. They include for the first time two lace boots; one patent leather with fawn cloth top, and the other dull black calfskin with gray cloth top—neither of them to be matched outside of our store.

A Season of Black Dress Goods. Our prediction, made early in the autumn, that this season was to show a predominance of BLACK, has been more than fulfilled, for BLACK is being worn by women of all ages, on the street, in the evening, and when calling or shopping. The following is a list of the most fashionable weaves, and can be selected here under excellent light.

Handkerchief Store Ready. Wonderful holiday business in prospect—and wonderful new stocks to meet it with. Great boxes and huge piles of snowy, lovely things—such dainty "givable" affairs you will want to make out your Christmas list at once. Thousands of the plain, practical sorts; numbers of the fashionable one-corner embroideries for women; there are beautiful colored effects for men and for women; and there are others so fine and so rare we have just one of them. Prices are all the way from 5c for the simplest sort to $65.00 for that exquisite one of real lace.

Dress Goods Special—Imported Bedford Cord at $1.00 *a Yard.* We have never had these same qualities before to sell for less than twice as much. Only a piece or two of each kind; small lots, hence the price. The quality is all wool and in several stripes of Bedford and needle cords, 50 to 54 inches wide, and the color selection is particularly pleasing. Light or heavy weights.

Women's Black Silk Waists Are Here in Great Variety. Women who like to see many styles, before choosing one, should come here. Practically every style that is good, fashionable and likely to be favored by women of refined taste in dress, is included in our stocks. Every kind of Black Silk Waist, from the simply tailored, with a button or two and a new-shape collar as its chief trimming, to the new elaborate Jumper Waist is here.

Trimmed Hats, $5.00 *to* $8.00. Hats in all the new sailor shapes, all the new cornered Hats, the new soft-crown styles, the new two-toned velvet effects, the new flare and roll brims, the odd, square shapes, and the long, narrow Turbans; all kinds and styles of Toques and Bonnets; mushrooms and new shapes for girls and young women; Hats in every color, and Hats in deep black for mourning wear—these comprise our wonderful collection of Hats from $5.00 to $8.00.

Millinery in the New Soft Colors—$5.00 *to* $15.00. Hats in beautiful colors, that will blend with suit or costume, of rose, green, violet, rich browns and blues. Hats to match shoe-tops of plastic, or biscuit shades. The coloring often beautified by being veiled with tulle. Black tulle and jet are effectively combined. Gimbel millinery leads, and the constant succession of newness, daily, reflects quickly ever changing fashion developments.

Many New Features in Our $5.00, $6.00 *and* $8.00 *Hats.* Many new ideas in millinery are now being shown in our famous line of $5.00, $6.00 and $8.00 Hats, including many Satin Hats, in white, pink, light blue, *cafe au lait* and cerise—all with black velvet facings; also very excellent Hats, in which the fashionable fur-trimming predominates, and many have the new flat ostrich feather trimming now in vogue; and flower-trimmed Hats are another attractive feature. Come! New things are appearing daily; fresh Hats are being made every hour; and the Millinery Store is presenting the best values in its history.

"There Are More $5.00 *Umbrellas for Women* in the Umbrella Store just now than many umbrella shops have in their whole store." At least, that's what somebody who saw them the other day said. The covers are pure silk; frames very well made, and the handles of so many kinds that this advertisement would look like a catalogue if we were to list them all!

Expect to see plain and fancy effects, silver, metal and stone trimmings, and all shapes.

Reduction Sale of Superb Gowns and Tailored Suits. Great price reductions, right at the height of the season, on a large collection of Tailored Costumes and Afternoon and Evening Gowns, including some imported models. These are the very finest creations that have been shown in our Second Floor Salons this season. However, we cannot give descriptions, as the Sale started yesterday, and while there is sure to be a good collection here today, we cannot tell just which models will remain. Every woman who desires a fine Suit or Gown should see these.

$10.00 *For Silk Dresses Were* $16.95, $21.75, $25.00. So it may be that you may own a new silk dress at less than half—certainly at a very fine saving. And it may be a crepe, a satin, or a fine silk poplin, in navy, in shades of brown, in prune or in black. But one or two of a style, for street and afternoon wear, with plaited skirts, with the most attractive arrangements of collars, with long basques.

$12.50 *For Serge Dresses Were* $18.75, $21.75, $25.00. No need to tell a woman how "good" serge dresses are this season. These are styles that have had much to do with their vogue. All serge, serge with sleeves, bodices and skirts, below a tunic, of charmeuse; straight styles, basques, vestees—plainly the fashions of the day, and what is more, in the *wanted* shades—navy, green, tete de negre and prune.

Exceptional Values in These New Crepe de Chine Waists, $2.25 *to* $5.00 Twenty-five styles from which to select. Every Waist new and fresh, and made of crepe de chine of unusual quality, in white and flesh pink. All in tailored styles with dainty hemstitching, little touches of embroidery or ecru lace,



HOLLY

We have the finest crop of Holly in years, extra well berried. Place your orders with us early and get strictly fresh stock, only a few hours from the tree.

5 lb. box	$0.75		
15 lb. box	$1.25	40 lb. box	3.00
25 lb. box	2.00	60 lb. box	3.50

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Dozen	Hundred
2 feet high	$0.10	$1.00	$ 6.00
3 feet high	.12½	1.25	9.00
4 feet high	.15	1.50	11.00
Assorted sizes, 2 to 4 feet		1.25	8.00

Extra large sizes, 5 to 6 feet, $0.50 each.

CHAMAEROP PALM CROWNS

Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet "Some Things You Ought to Know," tells you how to handle them.

	Each	Dozen	Hundred
3 feet	$0.15	$1.50	$11.00
4 feet	.20	2.25	15.00
5 feet	.25	3.00	20.00
6 feet	.30	3.50	25.00
Assorted sizes		3.00	20.00

Extra large, 7 to 10 feet, 50c and $1.00 each.

SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1	$1.00	Case No. 4	$3.50
Case No. 2	2.00	Case No. 5	4.00
Case No. 3	3.00	Case No. 6	4.50

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Xmas season. How would a great big palm leaf and say a spray of holly do? Dozen, 25c; hundred, $2.50. Special rates per thousand.

CALDWELL

THE WOODSMAN COMPANY

EVERGREEN :-: ALABAMA

What Man Expects of Man at Christmas is GENUINENESS

Will you "buck" the deep-rooted prejudice against SHAM at Christmastide by FOOLING prospective buyers with ARTIFICIAL decorations?

My Natural Evergreens in Your Window

will go far toward giving a genuine belief that the merchandise displayed is entitled to a close **inside inspection.**

Is THAT worth while?

I Guarantee the Decorations Listed on This Page to Be RIGHT and SATISFACTORY in Every Particular.

SPECIAL HOLIDAY SEASON OFFER

As a special offer for holiday window dressing and store decorating, I offer a very beautiful decoration consisting of sufficient material to decorate two large windows and the entrance to your store lavishly. Packed in one large case, weight 50 lbs., as follows:

400 square feet Wild Smilax.
6 long Needle Pines.
2 Palm Crowns.
50 sprays Magnolia, enough for 2 large wreaths.
1 dozen Sabal Palm Leaves.
12 large branches Holly.

$5 cash with order

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1	$1.00	No. 4	$3.50
No. 2	2.00	No. 5	4.00
No. 3	3.00	No. 6	4.50



or with stylish binding of silk braid or pretty silk piping. All with long sleeves, and collars that are low in front and high toward the back.

These Are the Days for Sweater Sets. Have you noticed how many girls and women are wearing those knitted or woven scarfs about their throats these bleak November days? They are scarfs from the sweater sets. You may wear the sweater and tie the scarf about the waist, or use it around your throat if you like. The colorings are lovely and sets very soft and warm—and the price is $9.00 complete.

Sale of Men's Silk Scarfs at 45c. The biggest opportunity you ever had in scarfs is passing. You have just two days more, including this one, in which to take advantage of the most important offering of fine silk neckwear in years. And we cannot urge you too strongly to avail yourself of what is substantially an exhibition of the smartest conceits in cravats. They are positively wonderful—countless designs and forty varieties of silks—stripes, figures, checks, plaids and solids—not a hackneyed pattern in the selection—but all of them new as November, and of that liberality of fold which is ever characteristic of an aristicratic four-in-hand.

1,200 *Men's Fine Shirts. Values up to* $4.50 *at* $1.95. *A golden opportunity for the man who wants something very individuol and very inexpensive in shirtwear.* These are exquisite shirts, exquisitely made. Beautiful satin stripe silk and linen crepes, smart Jacquard crepes, and handsome imported stripe and figure weaves, in a collection of choice colors and color combines. Tailored into pleated and plain soft bosom models, with the option of starched or French cuffs. All sizes, but the best values will obviously go first.

Just the Thing—a Mackinaw. It is a coat that will keep you warm on the coldest day, and can be worn for any kind of outdoor sports. All-wool and shower-proof, in plain and fancy colors. Men's and women's mackinaw coats, double-breasted style, shawl collar and full belt—$10.00. Men's and women's Norfolk style, double-breasted, shawl collar and set-in pockets—$12.00.

Men's $2.00 *Worsted Union Suits at* $1.35. Made of a fine, soft finish fabric that will not irritate the skin, and embodying several new features in the tailoring which make this particular garment one of the best fitting and most serviceable union suits on the market. An ideal weight for this season. All sizes, with long sleeves, ankle length, and short inseam.

Today—$2.00 *and* $3.00 *Wool and Tweed Hats at* 95c. Admirable for knockabout use, for motoring, riding, and rainy days. Wool hats from England and Germany (*and they're not moking so many of them right now!*) in a variety of smart colors, and many of them water-proofed. Also, Tweed Hats in black and white checks and mixtures. Perfect, every single one of them, and will give a period of service out of all proportion to the nominal price we ask for them.

2,000 *Men's Shirts Special at* 85c. *Winter Negligees.* Half of these shirts are of very finely woven flannel and as handsome as they are good. Some of them have soft collars; others have neckbands to wear a linen collar with. They all have soft cuffs and are the greatest favorites for golf. The rest of the shirts are of good percale, very good patterns, and very well made. They all have soft turn-back cuffs. 85c *is just a little over half the regular price.*

Complete Assortments of the Kind of Clothing Demanded by Critical Men. Men of particular ideas in the matter of style—men who demand that every yard of fabric must be trustworthy, that every stitch and seam must be carefully placed, and that every fold and line of the garment must fairly breathe "quality"—just such men are they who have been buying their Clothing here year after year. Experience has taught them that here the quality is right, the assortments are so comprehensive that every individual need can be met, and that the values are unsurpassed.

Cold Weather Gloves Are Needed. Time to have warm Gloves, when there's a touch of frost in the air, and cold blasts greet one at every corner and open space. Full stocks here for men, women and children, besides Chauffeurs' and Officers' Gloves, and Gloves for driving, riding and gunning. All at lowest prices.

It's the Carving That Makes the Dinner a success or a failure. Everything else can be blamed on the cook or the fire; but an atmosphere of gloom descends if there's a struggle at the joints, or the knife comes off the handle in the height of father's strenuosities. A good collection of carving sets, made of fine American and foreign steels, but put in plainer handles to give you plainer prices. Blades highly tempered to take an edge and hold it; handles molded to the shank—and warranted not to come loose or crack.

A Good Clothes Chest Is Just What Many a House Needs. Where other accommodations are inadequate, you can help out splendidly with a good, roomy, sturdy chest. Buy it in any size, to fit a big space or a corner, to go under the bed or to act as a real piece of handsome furniture.

Sewing Needfuls in the Notion Sale. An old adage says one never misses the water till the well runs dry; and, by the same token, one never so fully realizes the value of reliable sewing-room helps until one finds that she has on hand some trashy articles bought at a supposedly cheap price, but which only cloaked their unworthiness. Actually expensive, because the money was as good as thrown away; besides time lost, sewing spoiled and vexation a-plenty! Get the good kind. Gimbels.

Men's Shoes That Are Correct. Here men can select the just-right Shoes to meet every social and business requirement, from an assortment of exceptional comprehensiveness, and with every assurance of being correct. Every new idea, in all-leather and fabric-top Shoes, is represented in our stocks—and the high standards to which we insist that every pair of Shoes here must conform, give you assurance of securing the highest quality in fabric, fit and style obtainable at the price you wish to pay. A few examples—

Blankets Are Welcome. Four big boxes just in; ready today at $5.00 and $6.00 a pair. They are 80 per cent wool; and all very good and hardly to be matched at these prices. Of course, there are plenty other blankets here—part cotton or all wool, as you prefer.

Men of Mark buy their clothes wisely because good judgment is a habit with them. Men of best judgment do not pass by these doors when they desire good clothes. They know of old that Wanamaker standard-of-the-world all-wool clothing is not to be equaled in good fashion and not to be matched in value. Brand new suits and overcoats coming in every day from the best clothing workers in the world. Suits, $15.00 to $35.00. Overcoats, $15.00 to $55.00.

Men and Boys Will Like These Sweaters. The demand has left no doubt that Sweater weather is at hand. As this is headquarters for all kinds of knit goods, no man or boy need ever go away disappointed, in the matter of style, fit, quality, value or price. And *just the kind* you want can be selected *quickly.*

Tweed Hats for Outdoor Men. We have brought from Lincoln-Bennett, London, the best tweed hats that money can buy. There is no leather discomfort in them. They stand hard knocks without showing it. The variety is large.

Untrimmed Hats Under Price. Women who like to choose their Hats and the Trimmings separately and have them made up to their order, and those who trim their own Hats, should come here today. Many beautiful Untrimmed Htas are greatly reduced—and all that is new and fashionable in Trimmings will be found here at very attractive prices.

Silk Waists in Black and Black-and-White. Lovely Waists of chiffon or lace, made over white, and with the loveliest of hand-embroidery, fine laces, velvet and monkey fur featured in the trimming. All with new collars; full-length and three-quarter-length sleeves—$5.75 to $20.00.

New Chiffon Blouses. New Blouses of chiffon, combined with satin, in smart jumper effects; new styles with rich-colored velvet, used for trimming; new applications of gold and silver laces and designs of glistening beads; new two-tone laces, new braid bindings, new button trimming, new deep girdles, new collars, new transparent sleeves. New, new, new! These Chiffon Blouses, in suit colors, are the loveliest yet produced. Prices, $10.00 to $25.00.

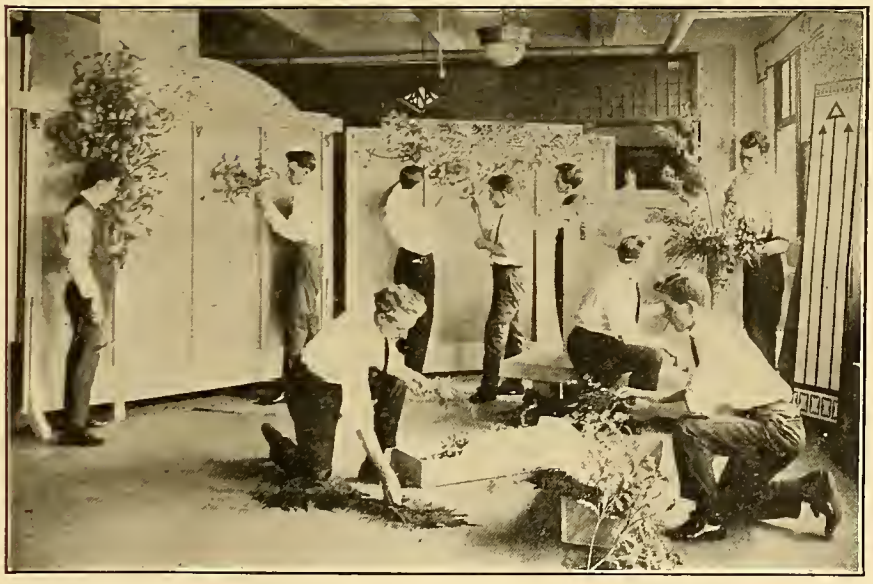
There Are Hundreds of New Waists—in pretty Fall styles—waists for mornings and afternoons, and to wear under the new tailored suit. At $1 are five new styles—two of linen, one with high neck and long sleeves, the other with low neck and long sleeves; another in lingerie style and of white voile, with fine tucked front; still another of lawn with embroidery and tucks; and one of figured madras with pique collar and vest effect. At $2, shadow lace waists with low neck and short sleeves.



J. G. Bissell, E. T. S. instructor in show card writing, demonstrating to the students the use of air brushes, air brush designs and how to make them.
Learn under men who know; this man has a national reputation as the inventor of Bissell brushes, Bissell colors and the author of "Modern Show Card Writing."



Showing the class at work during the draping instruction in personal charge of C. J. Nowak.
Learn under acknowledged authorities; this instructor is not only an expert in the draping of uncut materials, hut has originated most of practical draping forms, including the De Milo, Three Way, Butterick, Cuhist, etc.



Students arranging foliage in background practice in personal charge of G. A. Smith, the best known designer of original and clever backgrounds and artistic mercantile decorative effects. More of thia instructor'a drawings appear in leading papera and magazines than of all other display managers combined.

Join In January

The E. T. S. has arranged for a great January and February programme.

It is of special service to you if you want to advance. It will prepare you for a better position.

If you join in January you will rise to greater usefulness to yourself and of greater value to the store, because you will be trained to use your time and ability in the best way.

Check the coupon and you will receive the January programme complete, describing in detail just what will be taught, including supplementary lectures and demonstrations.

Special Two Weeks' Course $30

A special two weeks' post graduate course will be installed January 25th to February 6th. This is designed to give the greatest amount of instruction specially for men of experience.

The lectures supplementing our regular instruction are worth the price of the course alone.

Check coupon and receive the post graduate programme complete.

Advertising and Sales-{manship Offer

During the month of January we are giving an unusual offer with the combined instruction of advertising and salesmanship (either personal or correspondence instruction).

If you are interested check coupon and complete information will be mailed you promptly.

E. T. S. Specialty Catalogue

The E. T. S. well illustrated catalogue of specialties pertaining to window trimming, interior decorations, show card supplies, business books, etc., is now ready.

Check the coupon and your copy will be mailed at once.

Economist Training School

237 W. 39th St. New York City

☐ Send complete programme regarding your January instruction.

☐ Send complete programme regarding your $30 post graduate course.

☐ Send your school book to

☐ Send your supply catalogue to

☐ Send your free hook "Ten Display Managers Tell How to Sell It" to

☐ Send your special comhination aalesmanship and advertising offer to

Name .....

Street .....

City .....

State .....

Please write or print plainly.

PRESIDENT, C. J. POTTER, 1627 Washington Ave., St. Louis, Mo.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
A. W. LINDBLOM
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L. A. ROGERS
Dallas, Texas

TREASURER
G. W. HUBBARD
Battle Creek, Mich.

International Association of Display Men

EXECUTIVE COMMITTEE

E. D. PIERCE
Rochester, N. Y.

E. J. BERG
Omaha, Nebr.

B. J. MILLWARD
St. Paul, Minn.

F. S. PRATT
Joliet, Ill.

J. H. DEWITT
Terre Haute, Ind.

H. B. MARTIN
Rochester, N. Y.

The President Says:

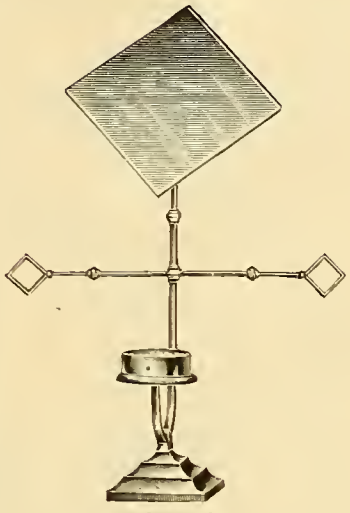
That the purpose of forming local associations of the I. A. D. M. is to create a better feeling of fellowship among the display men, and to take advantage of ideas that accrue from voluntary co-operative work.

Every display man who is interested in the advancement of his profession and who wants to see his profession attain the prestige it so justly deserves should lend his support to this great movement.

New Clubs are being organized and the Association is assuming new importance through these Clubs and the splendid work they are doing.

If there is no Club in your city may I suggest that you try to organize one. If you desire information about how to organize a local Display Men's Association, write to any of the officers or direct to

C. J. POTTER, President
I. A. D. M.
1627 Washington Ave.,
St. Louis, Mo.



No. 232N

Palmenberg NEW YORK

New Stands

We have increased our line of metal display stands for merchandise in general. This one is a happy hit for haberdashery happenings. Others equally interesting.

Do you get our catalogues? If not, why? Write for them.

J. R. PALMENBERG'S SONS

Established 1852

Boston Salesroom
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

Baltimore Salesroom
10 and 12
Hopkins Place

On or before February 1, 1915 Palmenberg moves the New York office and salesrooms to the Palmenberg Building, which is in the very midst of everything

Holiday Offers

Appealing to the Window Trimmer and Card Writer
BRISTLING NEW PRICE LIST NOW READY

Before you do another thing, Mr. Card Writer, take a pencil and write your name in the coupon to the right of this "ad." Tear out and mail to us. We have a surprise in store for you, if you act quickly. It will be

Mighty Interesting Dope—This

Featuring "BLUE HANDLE BRAND BRUSHES and SUPPLIES"
SPECIAL AIR BRUSH OFFERS
SPECIAL BRUSH SETS
SHOW CARD OUTFITS FOR AMATEURS AND EXPERTS
SIGN PAINTERS' OUTFITS, Etc., Etc.

Get busy with your lead pencil now and mail the coupon
Address me personally

MR. L. S. STRONG

DETROIT SCHOOL OF LETTERING

Detroit *"THE SIGN-MAN'S POPULAR MAIL-ORDER HOUSE"* **Michigan**

MR. L. S. STRONG, President
DETROIT SCHOOL of LETTERING
PLEASE SEND THE NEW DOPE

Name _____
Street _____
City _____
State _____

Secretary's Report

To the Officers and Members of the International Association of Display Men—Greeting:—

It is very gratifying to me to be able to give you such a splendid report of the year's work just closed. With the proposition of having local clubs affiliated with the International Association, it has increased our membership more than we could have hoped to do in any other way. Membership fees and dues were reduced, and this had no marked effect. With the membership fees and dues slightly raised we added nearly as many members to our roll as we did the previous year. This in view of several hundred joining by local clubs. There have been thirty clubs or associations organized, taking in thirty-eight cities. Invitations have been sent to all of these to affiliate with International Association. Nineteen have accepted and none has refused. Thus we hope to have all unite with us. These are the local clubs that have affiliated with us:

Milwaukee Association of Mercantile Decorators, Charter No. 1. J. A. Gilles, Pres.; F. M. Greer, Secy.; 1 trans., 27 members.

Grand Rapids Window Trimmers' Association, Charter No. 2. H. L. Harper, Pres.; Fred Van der Vries, Secy.; 5 trans., 24 members.

Lancaster Window Trimmers' Association, Charter No. 3. Harvey M. Shoar, Pres.; J. L. Haines, Secy.; 2 trans., 23 members.

Joliet Window Trimmers' Association, Charter No. 4. Fred S. Pratt, Pres.; J. A. Mitchell, Sec.-Treas., 15 members.

Little Rock Window Trimmers' Association, Charter No. 5. O. J. Lewis, Pres.; B. S. Linton, Secy.; 1 trans., 25 members.

Flower City Association of Window Trimmers, Rochester, N. Y. Charter No. 6. E. Dudley Pierce, Pres.; C. J. Boultbee, Secy.; 2 trans., 23 members.

Johnstown Window Trimmers' Association, Charter No. 7. O. W. Davis, Pres.; J. M. Ward Yost, Secy.; 1 trans., 15 members.

Dallas Window Trimmers' Association, Charter No. 8. L. A. Rogers, Pres.; F. A. Smith, Secy.; 1 trans., 18 members.

Window Trimmers' Association of Birmingham, Charter No. 9. Harry W. Hoile, Pres.; W. L. Singleton, Secy.; 2 trans., 18 members.

Terre Haute Association of Window Trimmers, Charter No. 10. J. W. DeWitt, Pres.; Raymond Snead, Secy.; 3 trans., 35 members.

South Eastern Kansas Window Trimmers' Association, Parsons, Independence and Coffeyville, Kans., Charter No. 11. Frank Kelly, Pres.; Matt Duncan, Secy.; 1 trans., 19 members.

Greater New York Display Managers and Window Trimmers' Association, Brooklyn and New York, N. Y., Charter No. 12. A. J. Edgell, Pres.; C. L. Childs, Secy.; 7 trans., 62 members.

Memphis Associated Window Decorators, Charter No. 13. A. E. Baer, Pres.; M. A. Winn, Secy.; 1 trans., 17 members.

Indianapolis Association of Window Trimmers, Charter No. 14. C. E. DeWitt, Pres.; R. C. Garrett, Secy.; 2 trans., 25 members.

St. Louis Display Managers' Association, Charter No. 15. J. H. Hobelman, Pres.; James Kraner, Secy.; 2 trans., 17 members.

Twin City Display Managers' Club, Minneapolis and St. Paul, Minn., Charter No. 16. B. J. Milward, Pres.; Arthur W. Lindblom, Secy.; 2 trans., 27 members.

The Cincinnati Window Trimmers' Association, Charter No. 17. J. D. Williams, Pres.; Geo. H. Lackner, Secy.; 19 members.

The Two "I" Association of Window Trimmers, Burlington, Iowa, and Galesburg, Ill., Charter No. 18. T. W. Wanamaker, Pres.; 5 trans., 20 members.

Southern Michigan Display Men's Club, Kalamazoo and Battle Creek, Mich., Charter No. 19. G. Redmond, Pres.; F. C. Klett, Secy.; 3 trans., 17 members.

Making a total number of 19 local clubs, with a total membership of 446, 41 being transfers, leaving a net gain of 405 new members by local associations or clubs.

We received at the last convention 76 applications for membership. Since the convention we have received 37 applications, total of 113 new members, and this added to the 405 received by local clubs makes a total of 518 new members for the year.

Members enrolled July 31, 1913	277
Suspended, non-payment of dues	50
Resigned	6
Died	1
Transferred to local clubs	41
In arrears for 1914 dues	85
Total membership on the books July 31, 1914	738
Registered attendance at the last convention	487

Financial Report of the Secretary

RECEIPTS.

1913.	Memb. Fees.	Dues.	Char-ters.	Per Cap.	Adv.	Other Sources.	
Aug.	152	$341.75	10	$8.00	$165.00	$127.70	$ 804.45
Sept.	3	3.00	..	....	56.00	.25	62.25
Oct.	5	3.00	..	....	6.00	....	14.00
Nov.	4	15.50	..	....	13.00	....	32.50
Dec.	8	3.00	..	....	10.00	....	21.00
Jan.	8	18.75	20	7.50	46.50	....	100.75
Feb.	12	8.10	30	23.00	53.86	....	126.96
Mar.	3	7.25	10	9.00	28.00	....	57.25
Apr.	6	1.00	30	30.00	....	....	67.00
May	6	.75	20	33.50	7.00	....	67.25
June	17	5.50	10	12.50	4.00	....	49.00
July	34	36.00	60	104.50	14.00	....	248.50
	258	$443.60	190	$228.00	$443.36	$127.95	$1,650.91

Expenses.		Remittance to Treasurer.	
August	$855.89	August	$600.00
September	97.25	September	139.59
October	146.88	October	84.00
November	74.90	November	57.00
December	91.81	December	32.61
January	221.96	January	58.00
February	59.64	February	63.75
March	60.47	March	56.24
April	58.84	April	57.97
May	61.00	May	58.84
June	58.28	June	56.00
July	81.38	July	58.28
		July	60.43
		August	268.20
Total	$1,874.30	Total	$1,650.91
Orders drawn on treasurer,			$1,874.30

Balance on hand July 31st, 1913	585.00
Receipts	1,650.91
	2,235.91
Expenses	1,874.30
Balance in treasury July 31st, 1914	361.61

We also have on hand in possession of this office sufficient books, files, seal and typewriter, all in good condition.

The value of local associations has been proven to us. Through them we have received very much publicity through the daily press and the trade journals. Columns of space have been given up to the publicity of these locals, which not only advertises them, but our profession in general.

These local clubs have been able to interest display men all over the country that we have never been able to interest. They can better investigate the fitness of an applicant for membership than our own committee who is some times thousands of miles away.

They also can take care of the vacancies, and promotions in each city and keep the employment bureau better posted as to local conditions. This alone has proven a big help during the past year.

With more educational features added we shall be able to benefit every display man, and create more interest in our association.

I, your secretary for the last three years, am very highly gratified with the results of the past years. I have watched the progress with much interest, and too much praise can not be given to our President, and his able vice presidents, and also to the Program Committee, the Educational Committee, and the Publicity Committee. All have worked hard for the advancement of our profession and our association.

Co-operation, from all sides, and more by the members themselves, have spelled S U C C E S S for the International Associations. A little more through the coming years will build a bigger association, a better association, and will be of far more benefit to each member. I

therefore submit to you this my annual report, and am pleased to be able to give such a good account of the year's work.

Very respectfully submitted,

PERRY W. HUNSICKER, Sec'y.
Grand Rapids, Mich.

PROGRAM COMMITTEE

I submit my financial report as follows:

On hand from 1913	$ 22.85
Receipts, 1914	1,808.00
Total	$1,830.85

Disbursements.

Total disbursements	$1,381.43
Check to treasurer to balance	449.42
	$1,830.85

Your very truly,

GEORGE H. LAMBERTON,
Chairman Program Committee.

Cincinnati Club Meets

Friday evening, November 6, a special meeting of the Cincinnati Association of Display Men was held, President C. J. Potter, of the International Association of Display men, attending. About thirty were present, including seven new members who were enrolled. The club had offered a prize for a letter-head design and more than a dozen were submitted.

J. R. Gill, the window background expert, gave an interesting talk, explaining and showing specimens of the different materials used for backgrounds.

President Potter was then introduced. In his talk he urged that to achieve the prestige the display man deserves he should interest himself in and familiarize himself with a number of features, which the average display man at present overlooks; namely, store equipment, show window construction, show window lighting and interior lighting, also show case lighting. In other words, he should aim to be the store's efficiency expert, one who can give advice any time any remodeling is done. He also told of the series of lectures and lantern slides, which the educational committee of the International Association of Display Men will be able to furnish shortly, and the local will take advantage of it. The importance of a live entertainment committee was also pointed out, for the life and interest of the meeting depend upon its activity.



THE CINCINNATI BANQUET.

Atlanta Forms a Club

Monday night, November 9, twenty display men of Atlanta, Ga., responded to a letter sent out by John C. Mackey, display manager for M. Rich & Bros. Company and met at the Chamber of Commerce building, perfecting a permanent organization. Mr. Mackey was elected president.

Plans are being formed to take up educational work at once through the Educational Committee of the International Association. A campaign for new members has been started. S. S. Wood, of Eiseman Brothers, was named vice-president, and S. S. Lower, of Rhodes-Wood Furniture Company, secretary and treasurer.

WANTED!



Trained Store and Department Managers

Business is becoming more complicated every day. Competition is growing keener. Never before have TRAINED MEN in the mercantile business been more needed.

Stores must be made more attractive—advertising must be more effective—and a higher degree of efficiency must be developed in all departments.

The next ten years will see greater opportunities and larger salaries for *trained men* in the mercantile field than we have ever known.

NOW Is the time for *You* to get ready

Through the careful use of your spare time you can train yourself for a good job in some department where your chances for advancement will be almost unlimited. And you can get this training right in *your own home* through the clear and practical Courses of the International Correspondence Schools.

Hundreds of successful window trimmers, office managers, sales managers, and advertising managers owe their success to the training they got from the I.C.S. What these men have done YOU can do.

Just mark and mail the attached coupon. The I.C.S. will show you how you, too, can train yourself for a good job in the mercantile business—or any other business you may prefer.

International Correspondence Schools
Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for the position before which I have marked X.

____Advertising	____General Illustrating
____Window Trimming	____Commercial Illustrating
____Show-Card Writing	____Sign Painting
____Salesmanship	____Ornamental Designing
____Commercial Law	____Textile Manufacturing
____Bookkeeping	____Teaching
____Higher Accounting	____Civil Service Exams.
____Stenography	____Chemistry
____Banking	____Automobile Running
____Commercial English	____Agriculture

Name_____

Street and No._____

City_____ State_____

Present Occupation_____

Books Slightly Damaged

Upon going through our stock of books, we find quite an accumulation that for one reason or another have been laid aside as not being perfect and suitable for shipping out at the published prices.

The accumulation consists of the following well-known standard books:

Art of Decorating Show Windows and Interiors $3.50 . . half price $1.75

Hardware Window Dressing $2.50 Half price $1.25

Sales Plans $2.50 Half price. $1.25

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept ***just half price*** and upon receipt of remittance, prepay to any address any of these books ordered.

This is a rare opportunity to get standard books that are all right for practical purposes, at just half their actual value. There is but a limited supply, consequently, you are urged to send in your order with remittance at once to

The Merchants Record Co.
431 South Dearborn Street - - Chicago

The membership includes Charles T. Hart and J. P. Bonner, of Chamberlin-Johnson DuBose Company; John C. Mackey, of M. Rich & Brothers; J. K. Combee, of Davison-Paxon-Stokes Company; A. B. Simpson, of Haverty Furniture Company; S. S. Wood, of Eiseman Brothers Company; Henry Berg, of Pollock & Berg; Earl Stanford, of J. Eiseman & Sons Co.; E. K. Barnes, of Barnes Brothers; Ray Taylor and W. B. Routh, of Daniel Brothers Company; S. S. Lower, of Rhodes-Wood Furniture Company; L. E. Stansbury, of Keely Company; Mr. Bailey and Mr. Stewart, of S. H. Kress Company, and Mr. Reoding, of Fred Stewart Shoe Company.

Tri-City Local Has Banquet

Friday evening, November 20, about thirty-five display men from Davenport, Rock Island and Moline met at the Rock Island Club and enjoyed a get-together banquet in honor of C. J. Potter, president of the I. A. D. M., and



THE TRI-CITY BANQUET.

I. C. Norwood, secretary of the Greater Davenport Committee.

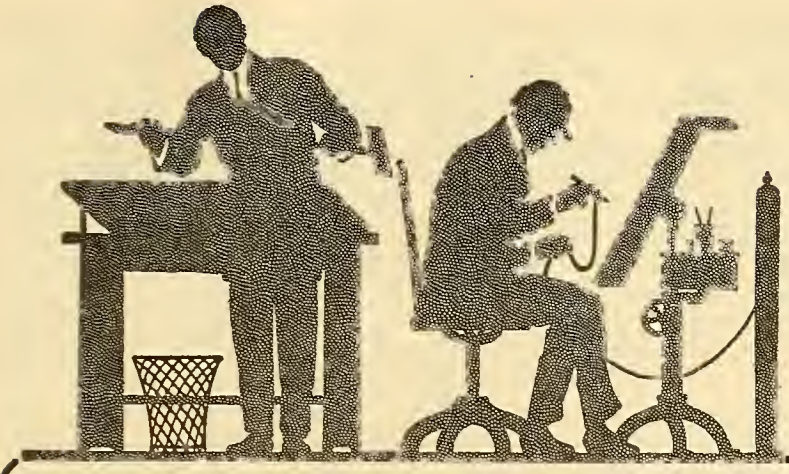
The Tri-City Association was organized in September, and is in a very flourishing condition, with a splendid membership, including the display men of the three cities. Paul H. Hinze, of the M. & K. store, is president; C. M. Farnbery, of Young & McCombs, vice-president; and C. F. Meiers, of the S. & L. store, secretary and treasurer.

The purpose and possibilities of an organization of display men of a city or group of cities were discussed by Mr. Potter in his address. The exchange of ideas among members in a fraternal organization of men engaged in the same profession or craft is an opportunity not to be passed by. Mr. Potter outlined the educational campaign prepared by the International Association for the benefit of the local clubs. He also called attention to the next International Convention, to be held in New York next August, and spoke of the many plans for entertainment already arranged. The cover design of this issue of The Drygoodsman is a reproduction of the Tri-City Display Men's Association, taken after the banquet.

Merry Christmas

We extend a Merry Christmas to the members of the International Association of Display Men. Display men are everywhere busy with the changing of the holiday displays, and soon will come the after-holiday sales, and so on. But with all this rotation of duties, the members are becoming more interested in the association and its progress. Since our last convention there have been several local clubs organized, and we have already admitted one of these, and several more have written to me for charter applications. No doubt after the busy holiday season is over, there will be a great activity in the local club movement.

The Educational Committee is busy getting out matter and this is nearly ready to send to the local clubs. The chairman of this committee requests the addresses of all local Secretaries, so as to get in touch with them in sending out the new slides. Secretaries will please notify Mr. A. J. Edgell,



Study Card-Writing at Home

By the New Koester Method

LEARN MORE and you will EARN MORE

Right now—today—there is a greater demand for good show card writers than ever before. And, with this increasing demand, salaries for practical men are jumping up.

Today in many of the high-class stores in all sections of the country show cards are used where a few years ago none at all could be seen. In the larger stores these silent but effective selling aids are used by the thousands.

Merchants everywhere are becoming aware of the selling value of properly made show cards and price tickets; hence, the growing demand for trained men—men who can execute the work rapidly and neatly.

Any one possessing a little determination can learn show card writing in a comparatively short time. There are just two essential factors to the students success in accomplishing the art. They are—First, The Right Kind of Instruction—Second. Reasonable Application and Practice. If you will supply the second factor we will the first.

Write and we will send you full information.

THE KOESTER SCHOOL 215 S. MARKET ST., CHICAGO

29 West Thirty-ninth street, New York, of their addresses and their meeting nights, if they have not already done so. This is important, that a regular schedule may be arranged to send these out. Next month will occur the annual election of officers of the local clubs. Make these occasions notable. Arrange for banquets and a meeting of general good fellowship.

I have received many inquiries as to what to do to interest the members of these local clubs. This is where your local program committees have plenty to do, and plenty of opportunity to show their ingenuity in keeping up interest. The New York Club has set aside a night for the discussion of each of the following subjects: Fixtures, Lighting, Draping, etc., taking up a number of subjects and specializing on these on the night for which they are arranged.

The Terre Haute Club is busy with a fair, and they are planning to make enough money to take their entire club to New York next August. This is a good idea, and we shall be pleased to see more of the clubs taking up this proposition. You can arrange several parties, and devise other schemes to lay aside a "WAR" fund, and when next August comes you will all be prepared to go to New York. Some such schemes will be heartily endorsed by the firms and also liberally supported by the department managers and sales people. The Display Man is the "motive power" of a successful business. It is through the attractive displays that 90 per cent of the new customers are led into the store. And these same displays will keep the old customers coming. Merchants, buyers, department managers and sales people all appreciate good window and interior displays, and when you, Mr. Display Man, show them that you are in earnest they will willingly co-operate with you in an effort to arrange a part of your expense to New York. Get busy NOW.

We realize that there are a good many of the display men who are not dependent on any outside help financially, but there are a good many not so fortunate, and a little co-operative scheme of this kind will be very acceptable to help on the expense of such a trip.

We shall be pleased to hear of any new schemes from any of the club members. Pass it along and help out the boys.

Very sincerely yours,

P. W. HUNSICKER,

Secy. I. A. D. M.

Plaster Paris Ornaments

Like the interior of any beautiful building with its rich carved decorations and beautiful statues, all of which add to its attractiveness—just so with the show window decorations of today.

No matter how rich or expensive the merchandise may be, or how artistically it may be displayed, unless the show window has some added feature all is for naught.

This fact has been demonstrated time and again by nearly all the leading display managers throughout the country.

The writer has noticed show windows in many of the largest cities with mahogany or circassian walnut backs against which was draped expensive plush and in some cases panels with floral decorations.

It is a conceded fact that nothing adds more to the attractiveness of any show window or interior display than original plaster paris designs of some description, whether it be a large vase and pedestal containing flowers, vines, etc., or a simple panel relieved by ornamental scroll corners and beading. It is the simplicity and artistic setting which attracts the people and which will cause your windows to be talked about.

Of the many various products now on the market all claiming to have more merit than others, the one big obstacle looming up is the tremendous cost of this class of

decorations. While thousands of decorators would gladly give much time and thought to create decorative schemes calling for plastic features, the one draw back is the cost.

The one concern which seems to have solved this problem and to which much is due in the way of lowering the cost of these beautiful decorations and placing them within reach of all decorators is the Irabar Company, of Harrisburg, Pa.

This enterprising concern is placing an entirely new proposition before the merchants, decorators and card writers. Their offer is far reaching in its effect of greatly reducing the cost of making these plastic decorations. Full particulars can be had by writing to this concern. A valuable book issued by this concern contains full directions for making original models from which castings are duplicated.

The Palmenbergs Move

J. R. Palmenberg's Sons, now at 710 Broadway, will remove to the Palmenberg Building, 63 and 65 West Thirty-sixth Street. This will give them the space they have long needed for the effective display of their fixtures, wax figures and forms.

The location, too, is right in the very heart of the new wholesale and retail district and close to the great railway terminal, car routes, big hotels and other commercial conveniences and attractions.

In their new building the Palmenberg occupancy will cover four entire floors, including the ground floor, in all about 20,000 square feet.

The factory and branch salesroom will be continued at their present addresses.

Operations have been progressing rapidly on the Palmenberg Building, and it will be all ready by Februay 1, 1915.

A Fine Fixture Catalog

An exceptionally good catalog of display fixtures of all kinds has just been issued by the Norwich Nickel & Brass Co. of Norwich, Conn. It is a fine example of modern book making and is very different from the average fixture catalog. The paper and illustrations used are of the highest character and the cover will appeal to every merchant or display man. Another feature that will be appreciated is the way in which it is put together. Instead of the customary wire side stitching, it is sewed in the same way as the most expensive books. This makes it possible to open the book fully at any page and it will remain as opened without placing a weight on the leaves as is the case with most catalogs. The greatest value of this catalog, however, lies in the practical information contained therein. It is filled from cover to cover with pictures and descriptions of the famous Norwich line of display devices, which will interest everyone who has to do with the display of merchandise. Merchants and display men should write for this valuable book.

Good Display Fixtures

All who are interested in good display fixtures should have a copy of the latest catalog of the Barlow Manufacturing Company of Holyoke, Mass. This concern is one of the oldest and best known in the business and their products have the well earned reputation of being as good as can be produced through long experience, careful workmanship and the best obtainable materials. The latest catalog of the Barlow Manufacturing Company is a veritable encyclopedia of valuable information concerning display devices. It will be sent to any address upon request and should be on the desk of every display man.



KEMPF CUTS GET ATTENTION!

EXCLUSIVE ADV. SERVICE

For Clothiers and Furnishers

Write for Prices

KEMPF VAN DRESSER CO.

32 West 28th Street - - NEW YORK

For Display Men

An interesting and instructive periodical for display men is issued by Hugh Lyons & Co., Lansing, Mich., manufacturers of display fixtures of every description. It is called "Complete Display" and, as the name implies, it covers in a broad and comprehensive way the field of show window and store decoration and display. "Complete Display" is to be published once a month and if the succeeding issues are as interesting as the first one, it will meet with an enthusiastic reception from display men generally. It has thirty-two pages filled with good display ideas and is enlivened by many excellent illustrations. While "Complete Display" is in the nature of a house organ, it is in reality a well edited trade journal which covers its field in an exceptionally thorough way. Every display man can well afford to give "Complete Display" a careful study each month and then file it for future reference.

IN OUR OCTOBER ISSUE was published a photograph of an excellent Red Cross display for the store of Crawford-Plummer Co., Hartford, Conn. We omitted to state that this window was designed and installed by Carl Wolders, the clever display man for this firm.

LAST CHRISTMAS Chicago had a municipal Christmas tree. It was an immense fir, set up on the lake front and illuminated with thousands of colored lamps which made an inspiring sight for the many thousands who saw it. It proved a source of endless delight to many poor children who never before had seen a Christmas tree.

This suggests that the same plan might be carried out in almost any city under the auspices of the local display men. The plan is one that should appeal to everyone and it seems highly likely that the retail merchants would gladly cooperate in raising what little money might be needed to secure the tree and set it up. It is also likely that the local electric company would assist by furnishing free current, etc.

Local newspapers would do their part in advertising the tree, which should prove an attraction to out-of-town people. For their part, the display men could promote the plan and attend to the decoration of the tree. Naturally, the tree would have to be a very large one to make this scheme worth while. If the display men have a local association, it should be an easy matter to put this scheme through. If they have no local, the scheme could be made the means of getting them together.

Good Furniture

FURNITURE DEALERS will be interested in a new and decidedly good trade journal in their field. It is called "Good Furniture" and is published monthly by the Dean Hicks Co. of Grand Rapids, Mich. In the matter of editorial contents, illustrations and printing it is beyond criticism, being immeasurably ahead of the average trade journal. "Good Furniture" costs a dollar a year and it will prove an exceedingly generous dollar's worth to any merchant who sells furniture.



You Can't Lose On My Christmas Offer

Here it is: A set of five *"Perfect Stroke"* genuine Red Sable Brushes—sizse 4-6-8-01-12—just as illustrated and now selling for $2, for..... **$1.50**

Also, I will give free with each order a dozen assorted Soennecken Pens. If brushes are not satisfactory after 30 days' trial, I will refund your money.

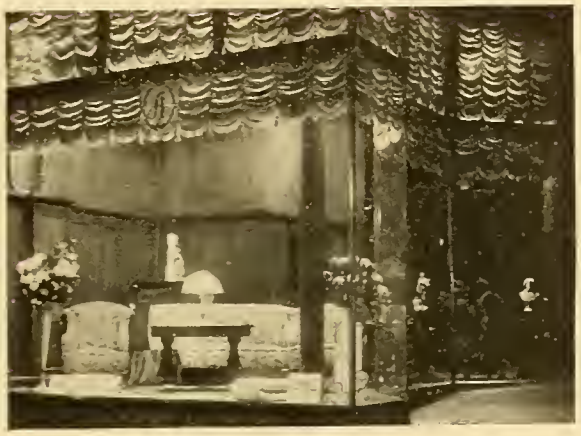
Ask, also, for my new catalog of

This is the limit of big values! Take advantage of it N O W! Offer is good only to December 31 and will positively not be extended.

"Perfect Stroke"
Brushes and Supplies

BERT L. DAILY, Dept. E-12, Dayton, O.

Show Window Valances



Puffed Shades
and
Lambrequins

Supreme in Quality
and Workmanship

The Art Window Shade Co.
2411-13 North Halsted Street
Chicago

Established 1893 Send for Catalogue

NAT-MAT

Xmas Mottled Green and Bright Scarlet Mat Board

These colors are the real Christmas green and red—will harmonize perfectly with your decorations. These are just the thing for Christmas Window Show Cards. Several sizes

Special low prices for the Holiday Season—*Samples Free*—

National Card, Mat & Board Co.
Manufacturers
West Superior Street CHICAGO, U.S.A.

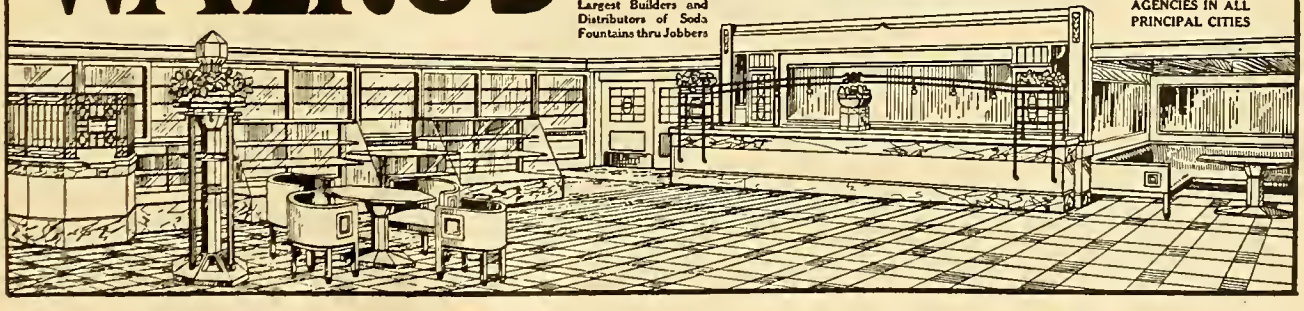
WALRUS STORE FURNISHINGS

Reflect Quality—Refinement—Individuality. We maintain a staff of expert Designers. Our manufacturing facilities are extensive. Our prices most reasonable

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest Builders and Distributors of Soda Fountains thru Jobbers

AGENCIES IN ALL PRINCIPAL CITIES

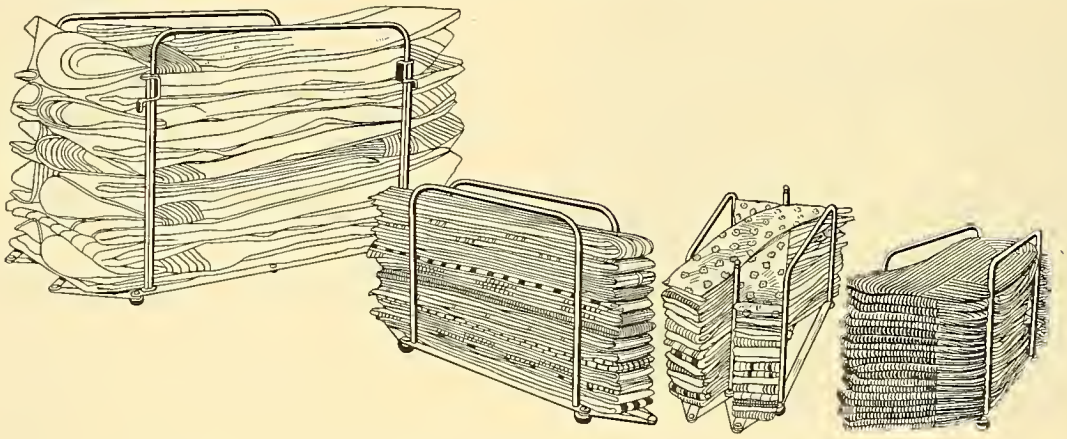


Taking Care of Stock

AS THE HOLIDAYS APPROACH the problem of handling the crowds of Christmas shoppers looms big. Stores that at other seasons can handle their trade nicely, frequently find it altogether impossible to handle the Christmas rush in a satisfactory way. Unquestionably much business is lost every Christmas through being unable to serve customers.

The chief essential to easy and quick selling, not only during the rush of the holidays, but at all other times, lies in keeping the stock in an orderly manner, convenient alike to the salesman and the customer. Where stock is kept in a haphazard fashion it is out of the question to wait upon a customer in a satisfactory way.

To keep stock as it should be kept, the right kind of fixtures are a necessity—it can't be done without them. In this connection it may be stated that one of the most useful fixtures ever designed is the little rack that is made to be used on counters, in showcases and elsewhere, for keeping cravats, hosiery, shirts and all sorts of similar articles in orderly piles. These racks are made in various shapes and sizes to accommodate the various kinds of merchandise, and most of them are adjustable in several ways. They are quite inexpensive, but even if they cost several times as much as they do no live merchant could afford to be without them. They facilitate inspection and selling; keep the stock straight and in good condition; save space; prevent shoplifting and keep the stock on the counter where it belongs, rather than on the floor. Such fixtures add wonderfully to the appearance of the goods and of the store. As one dealer expresses it, "They make old stock look new and keep new stock from looking old."



In the sketch we show a number of typical display racks. The one at the left is made for holding shirts. It has adjustable retaining standards raising from 10 to 17 inches high. In width this rack can be adjusted from 2 to 14 inches. Shirts are extremely easy to soil. If carried in boxes or piled loose in the showcase or drawer, where every one must be handled separately, they soon become soiled or lose their freshness through repeated handling. Shown in a rack like this one, they are held evenly in place and retain their fresh appearance, yet at the same time they can be displayed to the prospective customer and sold in a fraction of the time required when each shirt must be handled separately. The second stand from the left is for neckwear or hosiery. It is capable of wide adjustment and if desired one end can be made wider than the other. This rack will show all colors at a glance and the customer can make his choice easily and quickly. The other two stands are variations of the same general idea. Other designs are made to accommodate the wide-end teck scarves. The prices on all of these are surprisingly little considering their quality and usefulness. Indeed, it is much less expensive to have some of these racks than to be without them. Any of them will save enough time and merchandise to pay for itself in a short time.

Marked improvements have been made in these display racks recently. Lack of space makes it impossible to go into details here, but the editor will be glad to furnish complete information to anyone who may be interested. In conclusion, we venture the assertion that if there is any merchant not using this class of racks who will invest in a supply, he will find by the first of January that they have more than paid for themselves.

S S

AS USUAL, Wanamaker's has an elaborate Toyland attraction for children, and, incidentally, for their elders. The chief figure this season is "Wotsat" (What's That), a gentleman in a grotesque makeup who justifies his somewhat descriptive cognomen, and entertains the children in various ways. "Wotsat" is the spirit of Curiosity, intended to strengthen the child's instinct for asking questions and thus add to its fund of useful knowledge. A little book that is distributed free tells all about "Wotsat" and his equally interesting associates.



XMAS Air-Brush Blanks

4 Designs

These cards are made by hand in brilliant Holiday colors, and show the true BER-ZER quality.

7x11..**$ .80** doz. 11x14.. **1.15** " } Prices { 14x22..**$1.60** doz. 22x28.. **2.25** "

Orders shipped same day received.

NOTE—Use a few BER-ZER Scenic Panels with your Holiday displays. We ship on short notice.

BER-ZER Studio **Dayton, Ohio**



Xmas Decorations

Immediate Delivery

Natural Prepared Fireproof Beech Wreaths, 24 inches diameter, luxurious in foliage. In green or Xmas red.
Per 10....***$3.50*** Per 100....***$34.00***

Natural Prepared Fireproof Holly Wreaths, foliage green, with frosted effect and red berries, 15 inches.
Per 10....***$3.00*** Per 100....***$28.00***

Natural Prepared Holly Branches, Fireproof, 24 inches long. Per 10....***$2.00***
30 inches long, per 10....***$3.00***

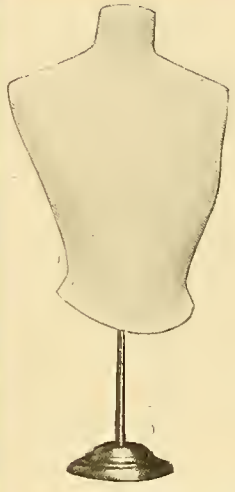
Holly Vines, Fireproof, of muslin, all kinds, foliage any color.

Beech Branches, Fireproof, green or red, large selected branches, 3½ to 4 feet long. Per 100.....***$5.00***

Large size ***Maiden Hair Ferns*** any color.
Per 100 .....***$4.50***

Send for Our Xmas Catalogue

J. HARTWIG COMPANY
The House of Originality
Manufacturer and Importer of Art Decorations
28-32 Pellington Place BROOKLYN, N. Y.
Show Room, 738 Broadway, N. Y.



During December Only

We offer at

$4 Each

Our Standard

$5 Flesh Color Enamel Waist Form

as illustrated. The best grade dull finish washable enamel only is used and the form is our latest model.

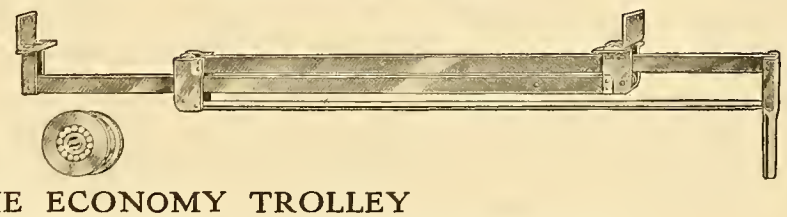
Base 7½ in., round as shown, satin brass or copper oxidized.

Order today to insure immediate delivery.

L. A. Feldman Fixture Co.
738 Broadway, New York

HERE'S A NEW ONE!

THIS IS THE WAY THE BEARINGS ARE MADE.



THE ECONOMY TROLLEY

Made in any desired length up to 40 inches long. This is not a heavy trolley for men's woolen clothing, but a light one for wash suits, ladies' jackets, skirts, children's clothing, etc., etc. It is, however, of the same high quality as our heavy *Columbia Trolley* that is so well known all over America. Ask us about it. Try us on fixtures for *Hat Cases* too.

HARDWARE SUPPLY CO., **Grand Rapids, Mich.**



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

8 New Year's Windows.
White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
Washington's Birthday Windows.
8 St. Patrick's Day Windows
Spring Opening Windows.
Easter Windows
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

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Merchants Record Co., 431 So. Dearborn Street Chicago, Illinois

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DRAPING



By GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

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How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

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THE STANDARD OF THE WORLD



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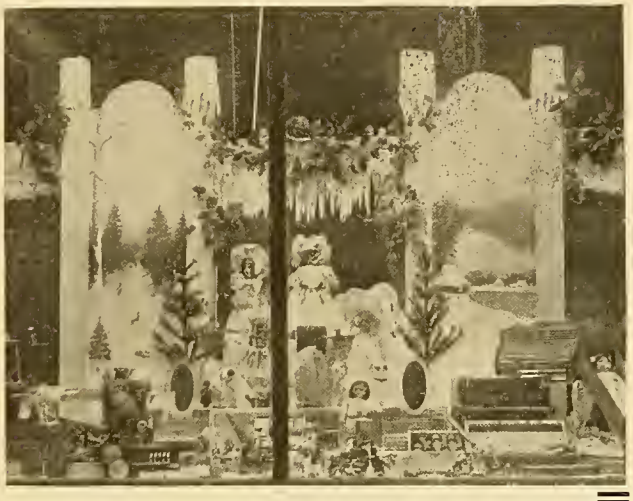
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Holiday Trims

MADE ATTRACTIVE BY USING

Compo Board



Compo-board is what you must have this season for the proper working out of some feature of your holiday scheme, whether for the window or interior. Thousands of display men find **Compo-board** indispensable. It can be used in hundreds of different ways.

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Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA

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TO PLAN YOUR WHITE SALE WINDOWS

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No. 517-C
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KAWNEER STORE FRONTS

are universally used in large and small buildings—in large cities and small towns. There are now **30,000 Kawneer Store Fronts in use.**

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Kawneer STORE FRONTS

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PATENT ATTORNEY
Loan and Trust Building, Washington, D. C.

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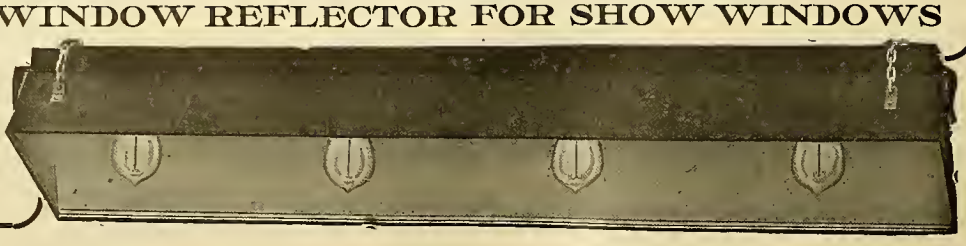
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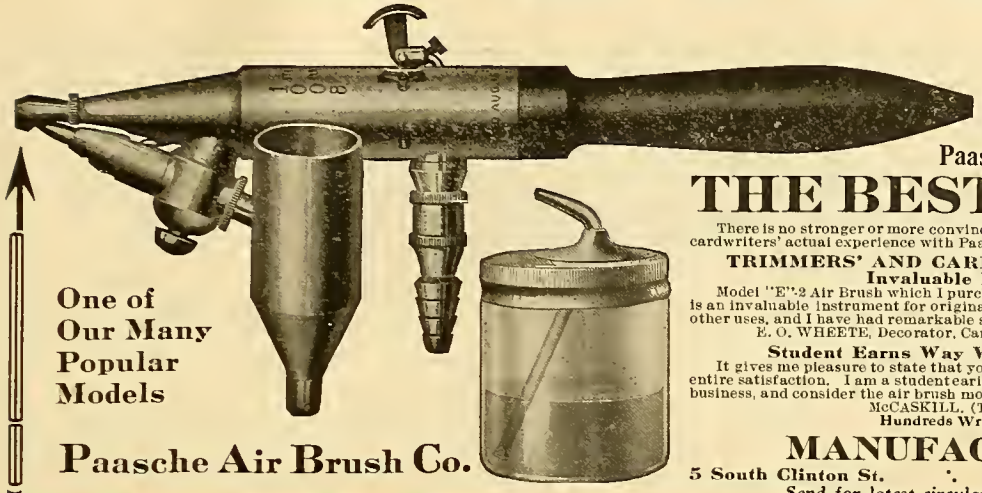


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517 Jackson Boulevard, Chicago





One of Our Many Popular Models

Paasche Air Brush Co.

Paasche's 3 in 1 Air Brushes

THE BEST OF THEM ALL

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINION

Invaluable Instrument

Model "E"-2 Air Brush which I purchased from you several months ago, is an invaluable instrument for original and effective show cards as well as other uses, and I have had remarkable success with it.
E. O. WHEETE, Decorator, Care Pegram D. G. Co., Muskogee, Okla.

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McCASKILL, (The Student Sign Man), Austin, Texas.
Hundreds Write Likewise

MANUFACTURERS

5 South Clinton St. CHICAGO, ILL.
Send for latest circular of complete outfits



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

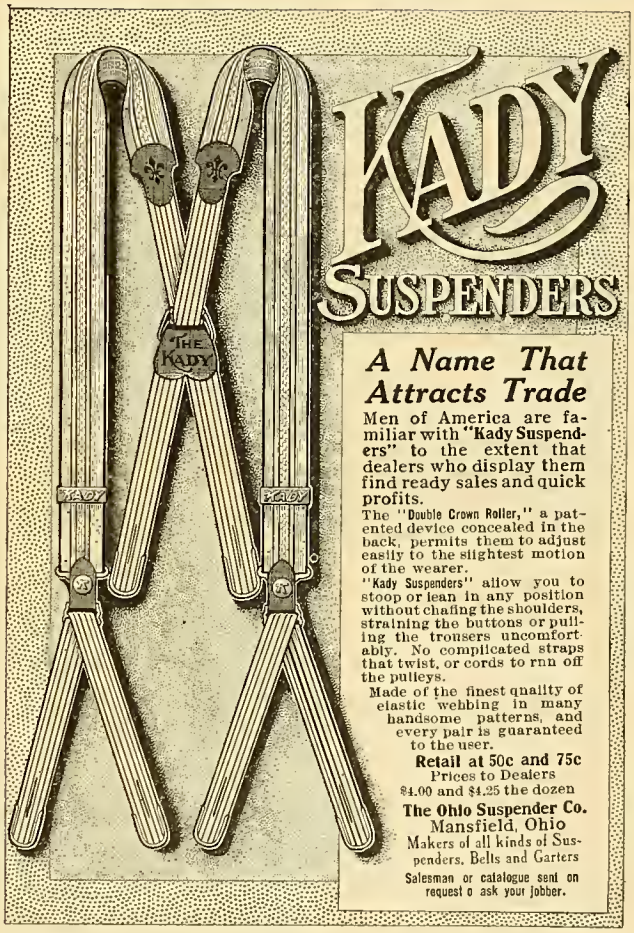
SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

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$2.50 for Cloth; $3.00 for Full Morocco

The Merchants Record Co. Publishers 315 Dearborn St., Chicago



KADY SUSPENDERS

A Name That Attracts Trade

Men of America are familiar with **"Kady Suspenders"** to the extent that dealers who display them find ready sales and quick profits.

The "Double Crown Roller," a patented device concealed in the back, permits them to adjust easily to the slightest motion of the wearer.

"Kady Suspenders" allow you to stoop or lean in any position without chafing the shoulders, straining the buttons or pulling the trousers uncomfortably. No complicated straps that twist, or cords to run off the pulleys.

Made of the finest quality of elastic webbing in many handsome patterns, and every pair is guaranteed to the user.

Retail at 50c and 75c
Prices to Dealers
$4.00 and $4.25 the dozen

The Ohio Suspender Co.
Mansfield, Ohio
Makers of all kinds of Suspenders, Belts and Garters

Salesman or catalogue sent on request o ask your jobber.

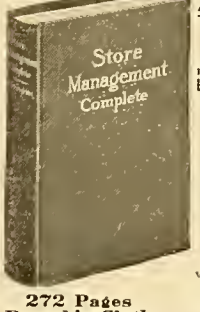
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A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**

THE MERCHANTS RECORD CO.
315 Dearborn Street, CHICAGO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
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A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

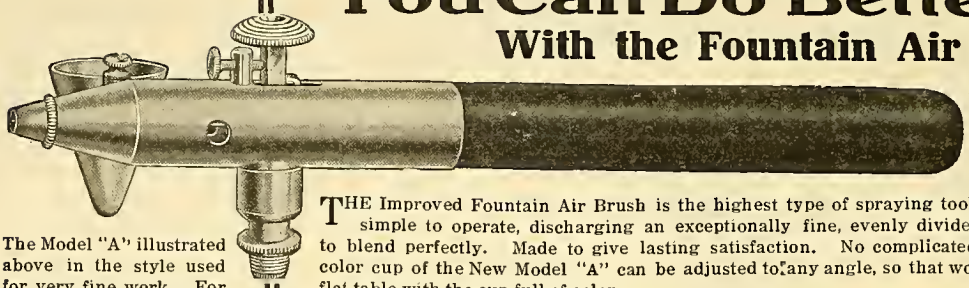
CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

You Can Do Better Work
With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



The Hit of the Season

New Attractive

Crescent

Window Cards

Changeable Panels
Hand Cut
Heavy Board
Very Effective

No. W. 4
Circassian Walnut Frame
Emerald Green Background
Fawn Panel
Size 17½x25

Send for new sample book and circular No. 18-A

New Show Card Board for Window Cards.
Veneer Backgrounds. Smooth Surfaces.
Large selection of colors and finishes.

Chicago Mat Board Company
MANUFACTURERS
664-666 Washington Blvd. CHICAGO, U. S. A.

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

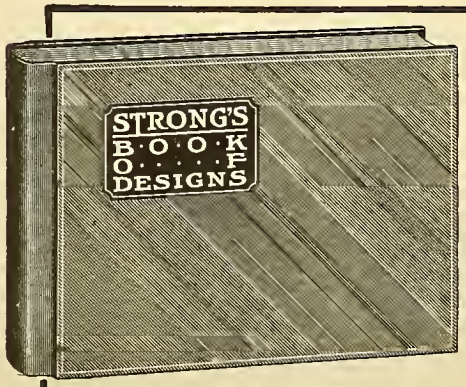
Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1914 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10¼, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.



The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.

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All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—Experienced combination clothing salesman, window trimmer and cardwriter. Steady position. Apply P. O. Box 167, Shreveport, La.

POSITION WANTED—Expert trimmer and cardwriter, 16 years' experience specializing men's wear, open for position. Highest references. Now at liberty. Address Box 243, care Merchants Record and Show Window.

POSITION WANTED—High grade, up-to-date, window trimmer and cardwriter desires change by first of year, with some growing concern. Best of experience and can furnish first-class references. Address Box 244, care Merchants Record and Show Window.

POSITION WANTED—An A-1 window trimmer and cardwriter desires a change. Willing to act as salesman. Can do sign work in all its branches. Best of references. Address Box 242, care Merchants Record and Show Window.

BLICK'S IMPORTANT HOLLY ORNAMENTS make attractive Christmas Show Cards. Sold in assortments of 40 for 50c, 80 for $1.00, 100 for $1.25. Order today. The Card Writers Supply Co., Galesburg, Ill.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information, Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Countershafts, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH

8 Lock Street Buffalo, N. Y.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes Tapestries and Sunfast Draperies

Write for Samples and Prices

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Snowberry Air Brush Inks are the result of years of careful experimenting, THEY ARE ABSOLUTELY PERFECT. Dry instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. $4.00
Sample Order, c. o. d., 7 half-pints, different colors. 2.25

ROBERT HOSKIN, Manufacturer

319 Greenwich Street NEW YORK

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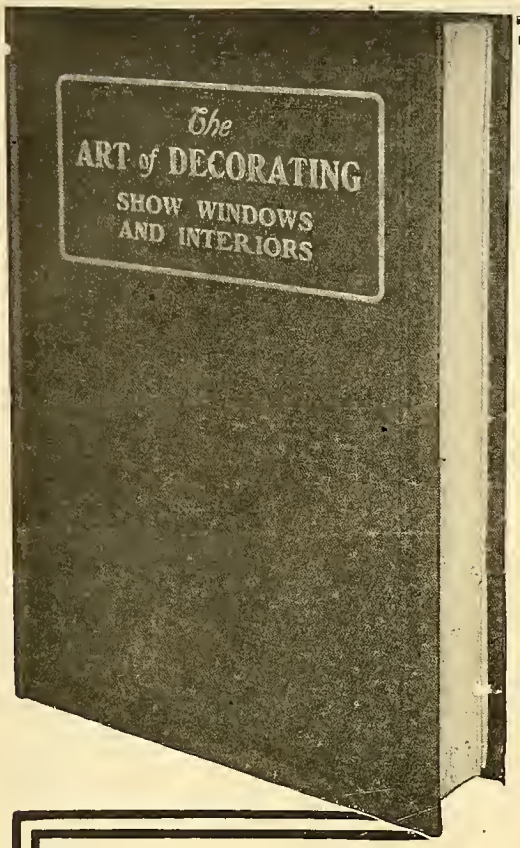
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Holiday Displays

Any live window dresser needs the "Art of Decorating" every day in the year, but at Christmas he has to have it.

It Contains Hundreds of up-to-date Suggestions For Christmas Displays Covering Every Line of Merchandise

There are photographs and drawings of most all the notable holiday displays that have been put in by the best window dressers in the country. They vary from the most elaborate to the simplest trims. They are suited for every kind of a store—big or little.

No matter what kind of a store you are working for, you will find plans in this book just suited to your wants.

No matter whether you want to spend $10 or $1,000 for your display, you will find in

"The Art of Decorating"

Plans for getting the best possible results for the money expended.

This book contains the combined ideas and experience of all the leading decorators of America. It treats of window dressing from A to Z, and is as useful to the experienced window trimmer as to the beginner.

410 Pages, 618 Illustrations

Showing the very best window dressing work that has been reproduced in this country. Hundreds of drawings and diagrams with full working descriptions.

The Only Complete Work on mercantile decoration published. This is the fourth edition and is entirely revised and up-to-date. Bound in cloth (size 8x11) and handsomely lettered in gold leaf. This book is of great value to experienced decorators, and certainly indispensable to beginners in the art. Shipped anywhere upon receipt of **$3.50**, charges prepaid.

Special Combination Offer

For $5.00 (foreign countries $6.00) sent us we will ship prepaid, a copy of this popular book and will give you a receipt for one year's paid subscription to *Merchants Record and Show Window*. No matter when your subscription is paid, we will advance same one year from date. Take advantage of this liberal offer at once.

Here Are a Few of the Subjects Treated in Connection With Holiday Displays

Holiday Backgrounds — Making Tissue Paper Bells and Flowers—How to Make an Illuminated Holiday Sign — How to Make Motors for Christmas Displays—Electrical Work for Holiday Windows—How to Make an Illuminated Electric Fountain—A Mechanical Ship — Windmill — Folding Star—Folding Fan—Butterfly—Revolving Lighthouse—How to Make Illusion Windows and Other Crowd Getters—Linen Decorations — Handkerchief Folds and Displays — How to Color Electric Lamps for a Few Cents—How to Make Icicles—How to Display Toys and Other Christmas Goods — Mechanical Christmas Trims — Imitation Snow Storms—How to Make a Turkey of Linens—Interior Holiday Displays — Hundreds of other Suggestions.

The Merchants Record Co. 431 So. Dearborn St. Chicago, Ill.
Publishers

Make Your White Goods Window Display Catchy

By Using Our



Austral Fern Bouquet, 36 by 42 inches

White Austral Fern Bouquet, 36 x 42 inches at $18.00 per dozen. Cotton Plants $24.00 per dozen, etc.

Have your name booked for our Easter Catalogue

FRANK NETSCHERT COMPANY

61 Barclay Street NEW YORK CITY

TO move your holiday stock, display fixtures and forms are of first importance and you cannot afford to do without them.

Our catalogs and booklets illustrate a very large line of perfect Display Equipment for stores of every character.

A partial list of these booklets follows. Ask for those you want.

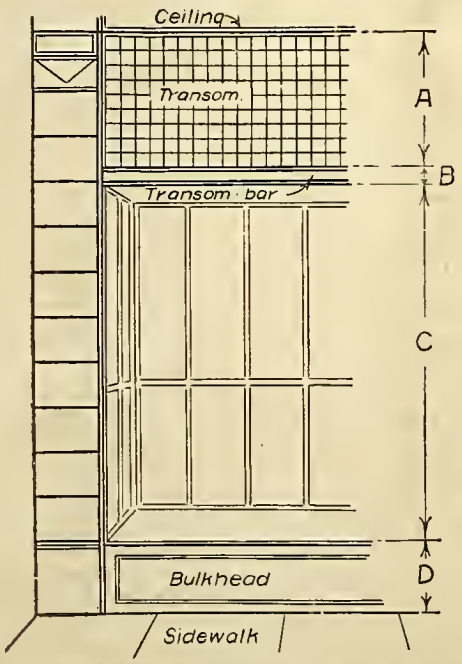


General Catalog (288 pages)
Wood Fixture Catalog
Shoe Fixture Booklet
Folder of Valance Designs
Silk-Plush Sample Card
Clothing Hangers and Cabinet Hardware
Draping Form Circular
X-Ray Window Reflectors
Scoopette Show Case Reflectors
Nitrogen Lamp Fixtures for Interior Lighting

Note:—If you plan to build or remodel your store we can be of service to you. Forty years' experience in the manufacture of Display Equipment enables us to serve you promptly, efficiently and economically.



Special Valance No. S. S. Copyrighted 1914



YOUR show windows are the keynote of your prosperity and you owe it to yourself and to your business to make them as attractive and profitable as possible. Well designed and carefully made valances impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment.

Aside from the decorative value of valances, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs.

Our folder of Valance Designs, illustrated in beautiful colors, will be mailed without charge to those supplying the information noted below.

(A) Height of transom glass_____ (C) Height of window glass_____

(B) Width of transom bar_____ (D) Height of bulkhead_____

Is the ceiling of window at transom bar or full height of store?_____

Are window reflectors installed at transom bar or ceiling?_____

If painted signs are used on window glass, give position of same.

If you use special monogram, trademark, or emblem, forward illustration of same, if possible.

Furnish us with rough floor plan of your store front, showing relative position of windows and width across front glass of each.

NOTE: Should your windows require individual treatment our Designing Department will be glad to give you any necessary assistance, making recommendations, etc.

CURTIS-LEGER FIXTURE CO.

237 West Jackson Boulevard - Chicago

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